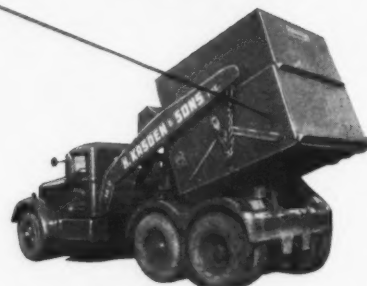
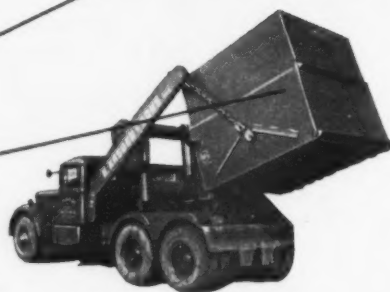




*Connecticut*  
**INDUSTRY**  
JANUARY 1954

**TEN TONS  
OF SCRAP METAL  
REMOVED  
IN LESS THAN  
TEN MINUTES**



## **A.P. CONTROL**

Another innovation by H. Kasden & Sons, Inc.  
developed to meet today's urgent need for scrap.

A demonstration of our A.P. Control equipment  
will give you convincing proof of what our  
facilities will mean in savings to you.

Write for **FREE FOLDER** that tells  
the whole story!

**SCRAP** IRON  
STEEL  
METALS

**H. KASDEN & SONS INC.**

2-44 LLOYD ST., NEW HAVEN, CONN.

ONE OF NEW ENGLAND'S LARGEST, MOST MODERN SCRAP PROCESSING PLANTS

**You gain with A.P. Control because:**

**It's Faster!**

**Offers Greater Economy!**

**Saves Manhours!**

**Avoids unsightly scrap mounds!**

**Stops Waste!**

**Eliminates unnecessary  
scrap handling!**

**INSTALLED  
AT NO COST  
TO YOU!**

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# Connecticut INDUSTRY

MANUFACTURERS' ASSOCIATION OF CONNECTICUT, INC.  
VOL. 32 - NO. 1 - JANUARY 1954

L. M. BINGHAM, Editor

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**DOWD  
WYLLIE &  
OLSON INC.**

PHOTO ENGRAVING  
ADVERTISING ART

Since 1913

106 ANN ST. • HARTFORD, CONN.

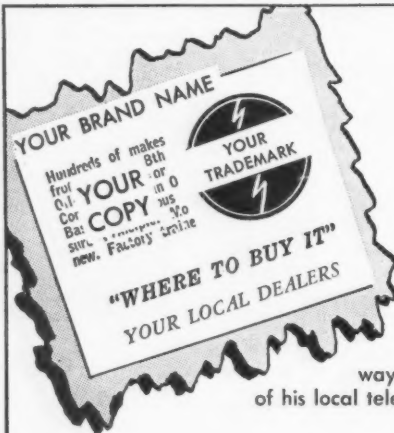
## Are You Looking For a Sub-Contract?

If you are, an advertising message published regularly each month in CONNECTICUT INDUSTRY, telling of your facilities and skills, should help your personal and direct mail efforts to secure some sub-contracts from the prime contractors in this state—the majority of whom are readers of this magazine.

*Closing date for copy is the first of each month preceding the month of issue. Write today for our low-cost advertising rates.*

CONNECTICUT INDUSTRY

928 Farmington Ave., West Hartford, Conn.



## YOUR TRADEMARK IN THE YELLOW PAGES TELLS YOUR CUSTOMERS “WHERE TO BUY IT”

The quality of your merchandise, your firm's reputation, your other advertising sells your customer on your product. But to clinch the sale, he has to know where to buy it. And the best possible way to tell him is through your TRADEMARK listing in the YELLOW PAGES of his local telephone directory.

9 OUT OF 10 PEOPLE USE



AS A BUYING GUIDE

For full information about TRADEMARK representation in any telephone directory in any area of the state or nation — wherever you dealers are located — just ask your local telephone business office to have a TRADEMARK representative get in touch with you.

THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY  
OWNED AND OPERATED BY AND FOR CONNECTICUT PEOPLE



Paper  
People  
Know...

Those who make and sell paper insist on quality when they buy printing—printing which they need for several interesting reasons:

**EXPERIMENTATION**—paper's performance under actual conditions in the pressroom is of prime importance to the paper maker. In the spring of 1953 the Mead Paper Company sent several experimental lots of paper from Chillicothe, Ohio, to Case, Lockwood & Brainard, along with one of their technical experts, for a test run on modern equipment with expert help.

**SWATCH BOOKS**—nearer is the Brightwater Paper Company of Adams, Massachusetts. Currently being processed at Case, Lockwood & Brainard are several swatch books, used by printers the nation over in selecting the various grades, weights, and colors of Brightwater papers.

**PRESENTATIONS**—highly regarded in the paper and printing trades are the products of Parsons Paper Company of Holyoke. In the 1952 Printing for Commerce Exhibit, representing the 140 best pieces of commercial printing in the country, was a Parsons letterhead portfolio produced by both letterpress and lithography at Connecticut Printers, for Wilson, Haight, Welch & Grover, national agency based in Hartford.

**SAMPLING**—the Beckett Paper Company of Hamilton, Ohio, several times a year produces a sample packet of "Noteworthy printed productions." Included in the fall packet was a two-color mailing piece printed by Kellogg & Bulkeley for the Stanley Works of New Britain.

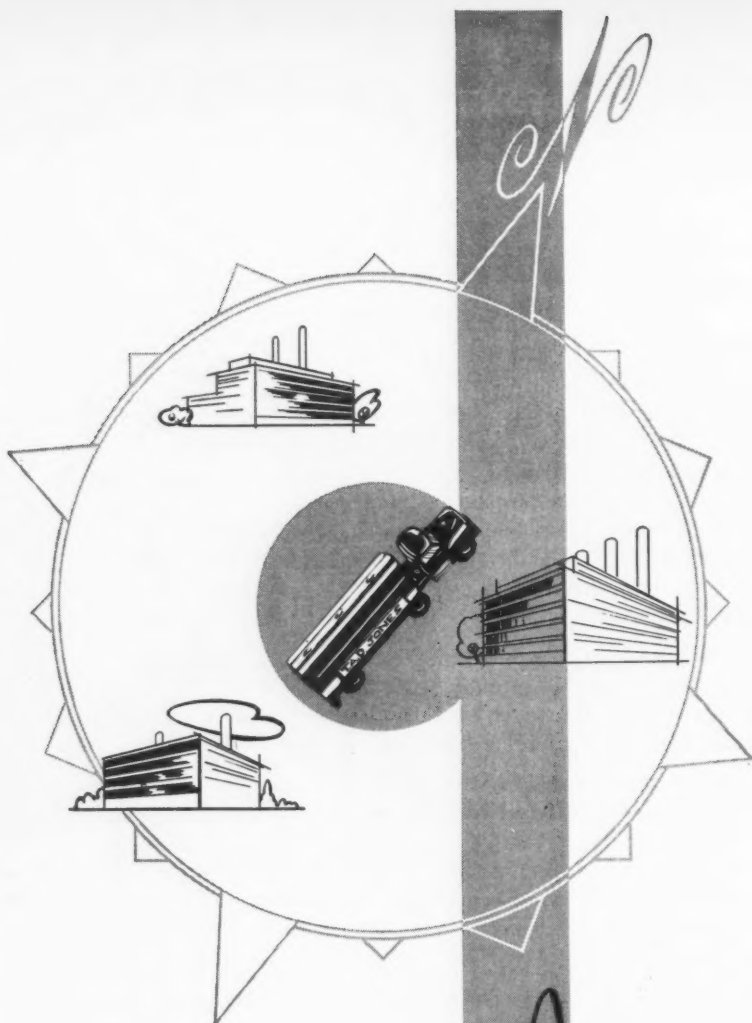
**AND**—When the "Nautilus," the World's First Atomic Submarine is launched by Mrs. Eisenhower on January 21 at New London, the dignitaries attending the epoch-making event will carry home an attractive souvenir program produced by Connecticut Printers, both divisions. Extra copies were ordered by The Plastic Coating Corporation, producers of the gold Metalloid stock for the cover, to show throughout the country as samples of good printing.

**CONNECTICUT PRINTERS, INCORPORATED**

*For Lithography it's Kellogg & Bulkeley Tel. 5-3157*

*For Letterpress it's Case, Lockwood & Brainard Tel. 2-2101*

*a salesman from either will serve you for both*

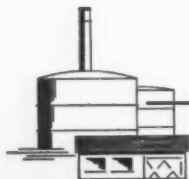


## Charting a course— to serve your industry

North, East, South or West—T.A.D. Jones and Company's trucks  
are constantly rolling with fuel for the fires of industry.

Bunker "C" fuel oil, bituminous and anthracite coal—  
from one of the largest bulk storage plants in New England—  
are as handy to you as your telephone.  
Shipments 24 hours a day—by truck, rail and barge.

*Serving Connecticut  
and Western Massa-  
chusetts since 1925*



### T. A. D. Jones & Company, Inc.

NEW HAVEN  
University 5-6103

BRIDGEPORT  
Tel. 3-3123

# Our Conquests

By E. B. Shaw, *President*

**F**OR most people the turn of the year is a time for taking inventory. It is also the time when many of us "think up" brave new plans for our business and personal conduct.

Tabulating past performance, whether on a personal or business level, is frequently an unpleasant task for it uncovers our past errors. But to dream and to lay plans for greater accomplishment in the coming year, that is an exhilarating exercise of the creative spirit within all of us. We dream and frequently plan well enough to reach the ideal—the little Utopias we have set for ourselves in our production facilities, our accounting methods, in the operation of a community project in which we are interested, or in certain areas of our personal lives. However, when our ideal is reached we discover that the Utopian dream once so clear in our vision has vanished like our yesterdays. New dreams and plans have created another form of imaginary perfection. Such has been the pattern of man's progress through the centuries.

Our early philosophers once dreamed of universal schools; we now have them, but many strive for universal universities. Other philosophers have dreamed about the nature of matter in the earth and surrounding it. Now, through our scientists, we have discovered many of those secrets and harnessed them to improve man's material comfort and security a thousand-fold, but still the urge to unlock new secrets crowds out our thanksgiving for the benefits of past discoveries. A half century ago our life expectancy was less than fifty years, but our continuing crusade for better health and greater longevity is now preserving our bodies to an average life expectancy of 70 years, as our medical researchers reach out confidently to expand life another 20 to 25 years in the foreseeable future.

At an ever increasing tempo we have seen our material Utopias come true in our material world of science, yet with all our successful conquests over matter, many of us are steeped in pessimism and discontent. We are right to be discontented, for that is the pattern of progress. To be satisfied would be a denial of our creative natures and an effective road block to all progress. But we have no sound basis to be ungrateful for the science-built Utopia we have created here in America and have placed on display for the rest of the world to copy, if they desire, with our financial assistance. Instead of our material conquests resulting in unwarranted pessimism, they should make us grateful that at long last our advanced technology has freed us from much of the more strenuous, centuries-old struggle against poverty that we may devote more of our energies toward understanding ourselves.

To those who scoff at the possibility of understanding human nature well enough to guide it, without force, toward constructive and peaceful ends, let them read the history of the skeptics who refused to believe in the possibility of any of our hard-won miracle conquests over matter.

What then can we, who profess to be skilled in the art of industrial management, do in this year of 1954 to help exchange the fears and the pessimism around us for an

understanding and confidence that will press on toward our conquest of human nature?

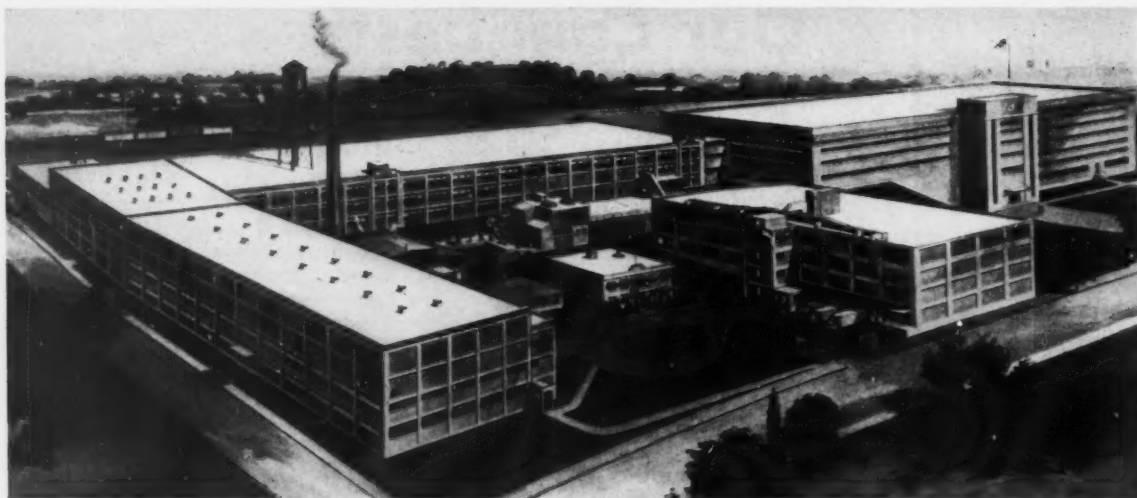
Since we are peculiarly fitted by experience to bring knowledge, understanding and appreciation of the public good arising out of man's creative talents applied to the industrial arts, we must accept our educational roles as teachers or pay heavily for our dereliction of duty in the form of a further shrinkage in our freedom to enterprise and of the freedom of those who participate in the benefits of that enterprise. Our deeds must match our words lest our efforts come to naught in the echo by our listeners of the old saying, "What you are speaks so loud I cannot hear what you say."

Through careful selection many companies have launched activities that are in the public interest and in their own private interest. A few such companies who have utilized the technique of public interest advertising are: Metropolitan Life Insurance Company, who have crusaded through advertising and pamphleteering since the early 1920's for better health and have reaped much good will and business as well as lowered mortality rates; John Hancock Insurance Company, who have published advertisements about the careers of over 80 Americans, with the thought of giving a better appreciation of the American way of life to hundreds of thousands of Americans; Ford Motor Company, whose advertising campaign restated the American ideal of progress by showing how the motor car has forced the development of our roads to the point where the entire nation may move on wheels to experience greater enjoyment of nature than ever before available to any generation or people.

All of these and many other companies testify to their belief that their educational advertising campaigns in the public interest have helped their private interests. I hold no particular brief for so-called public interest advertising, but merely cite the experiences of a few companies as examples of one method used to perform good deeds in the public interest.

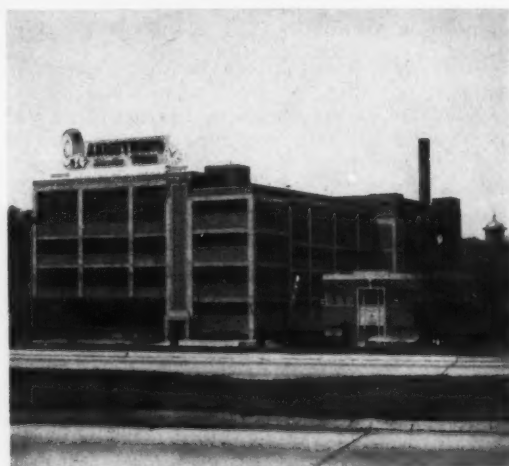
There is no substitute that can equal personal persuasion, whether it be a sincere effort to show an individual employee how he, through his work, is contributing toward the enlargement of the American dream, or whether the story of our cooperative creativity is told to an audience of school students or to men and women in any walk of life. Effective work with church, civic or education groups by management has also helped to dispel misunderstanding about the character of the men who manage industry. Gifts to education, hospitals, Red Cross, and many other community betterment programs help to condition the emotional soil so that our seeds of information scattered by personal contact or the written word may have a better chance of growing into understanding and belief.

Just as we have experienced many Utopias in our conquest of nature and improved the products made from her bounty, so we can by dint of equal effort, advance this year and in the years to come toward a complete understanding of "human nature." Even if we bring a full appreciation of the creative social role of industry to only one vocal skeptic, rather than to many, our efforts will have been a worthy aid in our conquest to tame the universe and ourselves.



THE TWO CONNECTICUT plants of The Armstrong Rubber Co.—West Haven, above and Norwalk, below.

# The *Armstrong* Rubber Company Story



**T**HE history of the tire industry has been a turbulent one. Since the Armstrong Rubber Company was organized in 1912, over 600 tire manufacturers have gone out of existence. Today there are 19 left. During the period when so many manufacturers were falling by the wayside, the Armstrong Rubber Company emerged with a unique record of continuous progress, under continuous management and without reorganization or refinancing.

The story of the Armstrong Rubber Company, sixth largest tire manufacturer in the world, is the story of the dual management and close teamwork of James A. Walsh and Frederick Machlin. They are described as "shirt sleeve bosses," because they know the

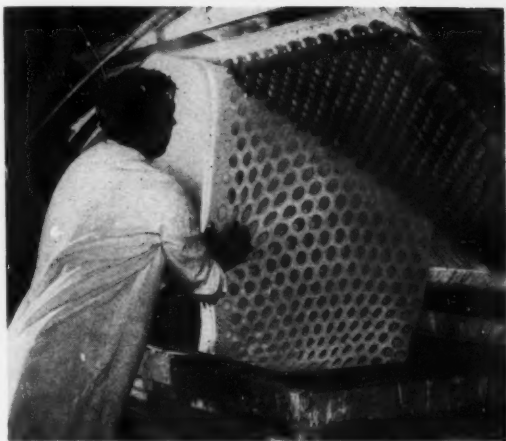


FREDERICK MACHLIN



JAMES A. WALSH





**AFTER BEING CURED**, the vulcanized cushion is removed from the mold.



**RESEARCH** and development staffs constantly develop new methods for improving and testing the quality of Armstrong tires.

tire business from the ground up and work at it one long day after another. The growth of The Armstrong Rubber Company, its products, and its methods of doing business is actually a reflection of its leaders.

### **The Beginning**

George Armstrong was among those farsighted enough to realize that tire manufacturing was a business with a future. Beginning on a small scale in Trenton, New Jersey, Armstrong made arrangements with a tire manufacturer to deliver special brand tires under his name. The orders came in and the tires went out but he wanted a plant of his own where he could experiment in producing even better tires.

His chance came in the form of a rented loft in the wholesale district of Newark and in the person of James A. Walsh, Plant Superintendent. Walsh took over all production problems from the start, purchasing enough equipment to make pneumatic tubes and to experiment in tire building. Under his leadership production and quality were so improved and the results so profitable that, in 1917, Armstrong purchased a factory in Garfield, New Jersey . . . the first plant that was completely equipped to build and cure Armstrong tires.

Attention was then given to improving the company's sales position. It was at this point that Frederick Machlin joined the company. Within a short time competition was met successfully



**ARMSTRONG'S TEST FLEET**, which consists of 15 passenger cars and eight trucks, operates three shifts, night and day.

and orders came to the factory at an ever increasing pace.

### **West Haven . . . 1922**

By 1922 orders had outstripped the maximum production of 300 tires and tubes daily, which looms rather small as compared to Armstrong's present combined capacity of approximately 23,000 tires and tubes a day. Such a healthy economic condition added weight to Walsh's and Machlin's pleas for added production facilities. Armstrong then purchased a modern building at West Haven, Connecticut. Both

plants were kept running for awhile until it was found that a more efficient operation could be better maintained in the West Haven plant. Most of the Garfield machinery was transferred and the building sold.

In 1931, George Armstrong decided to liquidate the Armstrong Rubber Company. With his failing health and the country in the low tide of depression, he felt it would be too much of a struggle to continue competing with the giants in the industry. Walsh and Machlin felt differently. They believed in the company's future . . . so much





**FIRST TO USE** green beads in a tire, Armstrong put the bead in the tire as it was being built, then cured it with the other tire member as one complete unit.

so that each mortgaged his home, borrowed on life insurance and made loans from banks to raise a cash down payment that secured for them all George Armstrong's personal stockholdings.

This team managed to end the year with a small profit . . . a precedent which, to date, has never been broken. The company was also able to establish a solid nucleus of independent market outlets. The Armstrong Rubber Company still sells Armstrong tires and tubes through independent distributors only.

#### **Contributions to the Industry**

Over the years, Armstrong has made many notable contributions to the tire industry. It was Armstrong's Charles Novotny working jointly with Dr. William Reynolds of the Phillips Petroleum Company of Bartlesville, Oklahoma, that finally proved cold rubber to be a superior material for use in the manufacture of automobile tires. It was only after cold rubber tires were produced at Armstrong's Des Moines plant and performed so much better than tires produced from regular GRS (or hot rubber) on the government test fleet that this new development gained universal acceptance.

During the early years of the Company, when all in the tire industry were seeking lower costs and improved methods, Armstrong introduced some notable firsts which, to this day, have

persisted as approved standard practice in the manufacture of tires . . . first to friction cord fabric successfully on a standard three roll calender . . . first to use green beads in a tire and first to use dual beads in truck tires.

#### **Present Status**

The Company now has four modern plants and an export division all strati-

telegically located to serve its customers in the various trading areas of the country. The parent company is at West Haven, Connecticut; with a wholly owned subsidiary at Des Moines, Iowa; an affiliated company at Natchez, Mississippi; and, the newly acquired Armstrong-Norwalk Rubber Corporation, a wholly owned subsidiary at Norwalk, Connecticut. Export sales are handled by the Armstrong Rubber Export Division in New York.

A competent staff of industrial engineers is employed at each plant. As part of this setup, there are specialists who study manufacturing operations with a view toward advanced production methods and procedures. A research and development staff, also at each plant, constantly develops new ideas for improving and testing the quality of Armstrong's products. Always aiming at perfection, Armstrong also owns and operates a test fleet, located in San Antonio, Texas, consisting of 15 passenger cars and 8 trucks.

One of the results of this constant research and development is Armstrong's latest contribution to the motorists' comfort and security . . . the Armstrong Rhino-Flex Premium tire. Its unusual three year unconditional road hazard guarantee and four exclusive new features—inter-locking tread, uni-cushion contour, intra-tread bumpers, and silent traction design—make it a leading tire in the industry.

#### **Foam Rubber Division Launched**

Venturing into another related field, the company launched a Pure Foam Division in August, 1952, about 18 months after taking over the property and equipment formerly owned by the Norwalk Tire and Rubber Company. Foam rubber is manufactured for the bedding and furniture trade in this modernly equipped Armstrong-Norwalk plant. Through a series of chemical processes, the natural rubber latex is compounded and mixed with other ingredients. The resulting liquid foam is then cured and molded into shape. After inspection and assembly, Armstrong "Pure Foam" is ready for the bedding and furniture manufacturers.

Farsighted traits of management have continued through the years. Constant expansion and development plus product excellence have given Armstrong its high rank in the tire industry. Nourished by alert, progressive management, the company's leading position in the industry and its future growth seems assured.



**ARMSTRONG'S** latest contribution to the motorists' comfort and security—the Armstrong Rhino-Flex Premium tire.



SHERMAN R. KNAPP



HENRY S. WOODBRIDGE



JOHN A. COE, JR.

## Meet the Association's New Directors

**F**IVE new members of the Board of Directors of the Association took office on January 1, 1954, each for a term of four years. They were elected at the business session of the Association's annual meeting held at Yale University on September 15, 1953.

The new directors are as follows: Henry S. Woodbridge, vice president, The Safety Division, American Optical Co., Putnam, to represent Windham County; Sherman R. Knapp, president, The Connecticut Light & Power Co., Berlin, to represent Hartford County; George R. Holmes, president, The McLagon Foundry Co., New Haven, representing New Haven County; John A. Coe, Jr., president, The American Brass Company, Waterbury, also representing New Haven County; and for director at large, Louis R. Ripley, president and treasurer, Heli-Coil Corporation, Danbury.

**SHERMAN R. KNAPP**, president and a director of The Connecticut Light and Power Company, Berlin, replaces Sixten Wollmar, president, Emhart Manufacturing Co., Hartford, as Association director from Hartford County.

Mr. Knapp joined The Connecticut Light and Power Company in 1928, immediately after his graduation from

Cornell University with an engineering degree. He served as an engineer in the company's Operating and Sales Departments until 1937, when he was made manager of the New Milford District. In 1941 he was appointed assistant to the sales vice president and was appointed assistant to the president in 1948. In December 1949 Mr. Knapp was elected executive vice president and was named president and a director of the company in March 1952.

He is a director of The Hartford Steam Boiler Inspection and Insurance Company, The Hartford Fire Insurance Company, trustee of The Hartford-Connecticut Trust Company and a past president of the New England Gas Association.

★ ★ ★

**HENRY S. WOODBRIDGE**, vice president of The Safety Division, American Optical Co., Putnam, will succeed Lloyd B. Seaver, plant manager, Belding-Heminway Co., Inc., Putnam, as a director from Windham County. He attended Harvard University and began his career with Stone & Webster, Inc., of Boston, in 1926. About two years later he joined Ray-

(Continued on page 34)



LOUIS R. RIPLEY



GEORGE R. HOLMES

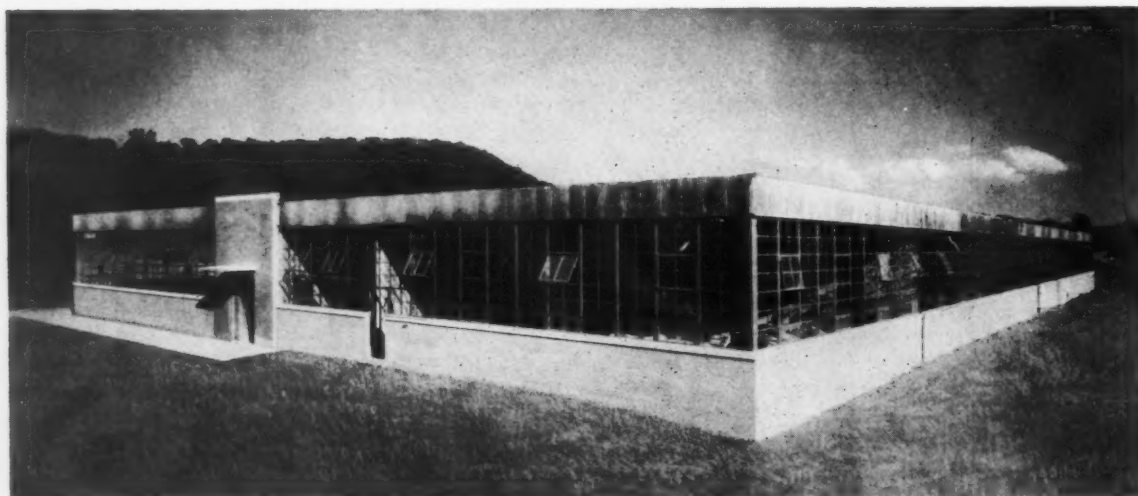


FUMES from the smelting operations below cannot reach the operator of this crane because the air he breathes has first to pass through activated carbon-filled canisters.

## Connor Engineering Corp.

### *Its Products and How They Work*

THIS brief story is one of an intermittent series about new Connecticut industries and their products and services.



NEW DANBURY HOME of Connor Engineering Corp. The plant is 40,000 square feet on a 7-acre plot. Legend has it that Lafayette's troops camped on this site.

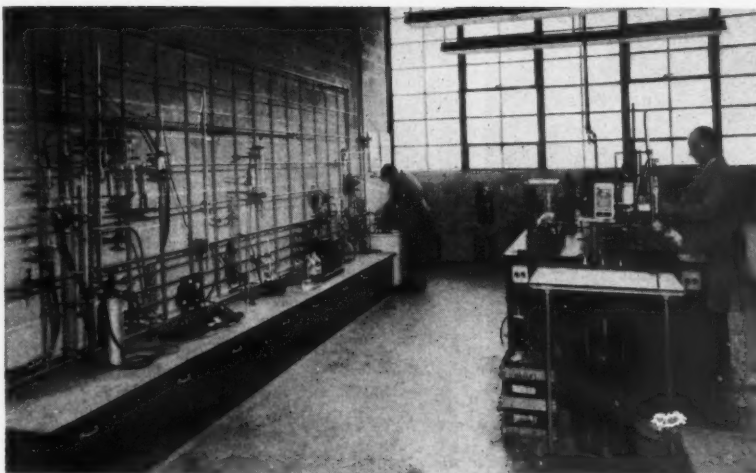
**B**ASICALLY, the business of the Connor Engineering Corp., which moved to Danbury from New York in 1950, is entirely concerned with air—purity of air and distribution of air. One division manufactures activated carbon filters and the other air diffusers or outlets for air conditioning and ventilating systems.

Started in 1916 and still headed by W. B. Connor, the company, now in its 37th year of existence has designed and installed power plants, represented numerous heavy machinery lines and has been the parent organization for several manufacturing subsidiaries. Among the latter was the General Air Filter Co., a pioneer in dust filtration which was merged in 1927 with several other firms to form the American Air Filter Co. of Louisville, Ky., today the most prominent company in this field. Since 1947, however, the Connor Corp. has been engaged solely in manufacturing.

#### Air Purification

Starting back in the "thirties" with no more than the idea that the filter material used in gas masks would also be successful in removing ordinary gases and vapors, the company has virtually created a new industry.

The principle isn't new by any means. Prehistoric man probably realized that if he strewed ashes over a decaying carcass its stench would be lessened. Sanskrit writings recommend charcoal for purifying water and Marco Polo mentioned the Chinese using this method to whiten sugar. By utilizing the same natural phenomenon,



KNOWING THE IDENTITY and concentration of gases and vapors (odors) and their absorption rate by carbon is essential prior to large-scale installation.



THESE SMALL UNITS slow down the air and muffle its noise in this installation in the Kaufmann Department Store in Pittsburgh. Note the beam-like ducts in place of the large ducts required in a conventional system.

*adsorption*, for general purification, with all its manifold complexities, a new and challenging venture was born.

*Adsorption* is a little different from *absorption*. In the former gases and vapors are collected in a condensed state upon the surfaces of the solid which is called an *adsorbent*. These surfaces include not only the exterior of the adsorbent but also those of the vast network of extremely minute channels and sub-microscopic pores within its structure. Any gas or vapor will, to some degree, adhere to any

solid surface at ordinary or low temperatures. What makes activated carbon so useful for this work is the enormous amount of surface it provides in relation to the space it occupies. So completely honeycombed by tiny crevices or canals is this material that one pound has been estimated to approximate something like 140 acres of surface area. The action is similar to the way drops of water adhere to glass. The word "activated," incidentally, simply describes carbon which has been produced in such a way as to give it the maximum of surface or "activity."

When the carbon becomes saturated, that is, has adsorbed its limit of condensible impurities, it is "reactivated"—restored to its original potency by being treated with superheated steam to drive off the condensate. This is usually necessary when it holds about 20 per cent of its weight in impurities.

For the first few years of its existence, the Dorex Division, as it is known in the Connor organization, was little more than a research and development department. Each application presented a new problem of one sort or another. Saleswise the biggest obstacle was convincing people that there was actually something that could be done about odors. From the time immemorial odors have been considered more or less as a necessary evil, the only recourse being ventilation. Also there were many skeptics who couldn't bring themselves to believe that simply passing air through a thin bed of charcoal would trap any gaseous impurities it contained.

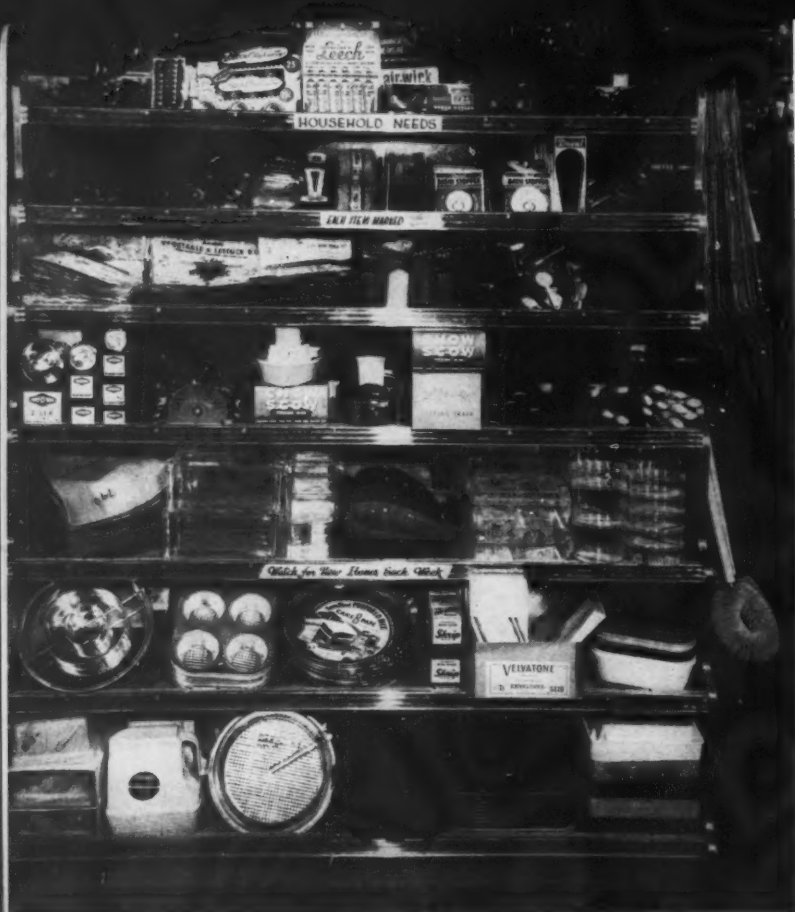
The first installations were industrial—in some instances a desperation measure where the management had to do something about plant smells. The success of these jobs gradually led to broader acceptance. One very significant field today is in air conditioning where the economy of air "recovery" is striking. Air that has had money spent on it in the form of heating or cooling energy is no longer "free" and for the greatest efficiency as much as

(Continued on page 60)



AIR BEING FORCED into this room from the ceiling level and drawn out below the window maintains temperature equalization. Usually painted to match the ceiling, the diffuser is small and inconspicuous.





A "GONDOLA" DISPLAY that has become popular for merchandising seasonal items such as those shown here.

A TYPICAL "RACK" or display stand of the type used in early tests, but now being discarded for complete departments, is shown on the left.

# The Super Market — A New Sales Outlet For Non-food Manufacturers

By MILTON L. LUNDGREN, *Market Consultant*

**T**HE phenomenal growth of Super-Markets throughout the nation in the past few years has awakened the merchandising world to the tremendous outlet this industry has become in the field of merchandising. One of the most interesting developments has been the innovation of non-food departments. While non-foods have become a particularly profitable operation for many Super-Market chains, indications are that this medium will shortly revolutionize previously established habits of distribution, by reason of the fact that the dollar volume on non-food products is rapidly reverting from other outlets to the Super-Market where Mrs. Consumer can now purchase everything from toys

to dry goods and kitchen tools at the same time she buys her groceries. Even hardware lawn mowers and refrigerators are being sold in some stores and many other specialty items for home use are logical items to make their appearance in Super-Markets soon.

Super-Market operators, who now feature non-food departments, are still rubbing their eyes at the mark-up that non-food products offer by comparison with foods. Seldom have they been accustomed to more than two or three percent at best, and in many instances—a bare  $\frac{3}{4}$  of 1% net.

## Growth of a Marketing Trend

Recent census figures indicate that department stores are doing a decreas-

ing proportion of the total mass volume, while Super-Markets are gaining—especially in other merchandise categories. Reasons for this trend are due to the shopper's newly acquired prerogative of "self-selection" rather than "clerk suggestion"—an over-worked subtle abuse of the past. This, coupled together with the convenience of "one stop" shopping, has opened the door to a merchandising era that promises to surpass anything in the annals of selling history!

While there are 11,000 to 12,000 syndicate stores across the country, there are today close to 60,000 Super-Markets and more in the making.

Early skeptics tended to minimize the potential possibilities of Super-



## ABOUT THE AUTHOR

IN 1940, the author decided that the sales and merchandising field needed a shot in the arm, and proceeded to do something about it by introducing non-food products to the super-market trade. Results—a 68% increase for his Company in less than two years' time.

In order to secure national distribution for an extensive hardware and houseware line in 1950, he barnstormed the country for thirty-four out of fifty-two weeks, covering every major city and chain in the United States introducing top management to the profit potential of non-food departments, including the Great A & P Tea Co. and Safeway Stores, Inc. Where chains objected to rotation of merchandise because of already crowded warehouses, Lundgren promptly organized "rack" jobbers to install and service non-food departments for the chains.

Besides acting in a consulting capacity for numerous non-competitive manufacturers, Mr. Lundgren has held national sales executive positions with Nesco (National Enameling & Stamping Corp.), Anchor-Hocking Glass Corp., and as General Sales Manager of an Eastern hardware and sporting goods manufacturing firm. Mr. Lundgren is presently engaged in consultation work in the sales and merchandising field.



MILTON L. LUNDGREN

Market non-food departments as a permanent or lasting accessory to the trade, to the extent that some conservative manufacturers and their equally conservative sales organizations viewed its development with reservations—some because of "horse and buggy" thinking, but many because of long association with conventional channels of distribution. However, some of the more astute saw the "hand-writing on the wall" and proceeded to establish Super-Market relations straight across the country, with the result that two to three years from now when Super-Markets have become accepted as a powerful factor in the merchandising of non-food products, these manufacturers will be solidly entrenched with the trade. For while the Super-Market has consistently stocked four to five leading brands of beans at one time—it will, because of bulk, be forced to limit non-food products to one or possibly two brands of each line at best, with the result that late-comers will be forced to accept secondary positions.

The Super-Market has long been recognized as the greatest "impulse" buying market in the world with some 80% to 90% of all Super-Market sales attributed to "impulse" purchases. This is accounted for by the fact that it is the one store Mrs. Housewife enters (knowing before she does) that she will return with more than she contemplated. It is the "female Utopia" of the shopping world, where buying impulses are allowed to exercise without restraint. For the same reason, therefore, it is the one place she enters most

often with a ten or twenty dollar bill, expecting to part with all or a good portion thereof.

Reliable tests and surveys indicate that a woman shopper visits the Super-Market 130 times to her 50 visits in a drug store, 20 in the syndicate, 15 in the department store, and 5 in the hardware.

During early experiments with non-food items, most Super-Market operators proceeded to purchase on a direct basis from manufacturers, with the result that in many instances merchandising non-food products in the Super-Market consisted mainly of one or two mass displays of an item similar to those employed in the promotion of food products. Never having sold anything other than food, most Super-Market operators failed to consider the fact that while a customer would purchase a food item from the same display week after week, hardware or housewares on the other hand would sell prodigiously for a period of ten days and then stop. As soon as the neighborhood clientele of a market had been completely exposed to flour sifters, the sale for this item automatically stopped because it was non-consumable, resulting in the fact that the average market operator often found himself with a large inventory and no more immediate customers. Therefore, over a period of time, operators learned that the secret of success with non-food products in the Super-Market was "rotation of merchandise." This, however, posed a problem, for it required more diversified lines, plus additional warehouse facilities, with

the result that many operators decided to leave further experiments to the "free and the brave." For those who decided to continue, warehousing presented additional problems, for where \$10,000 worth of food represented a half car of space, the same investment in hardware or non-food merchandise usually required the space of two or three cars. Many operators endeavored to circumvent the problem by purchasing through jobbers in smaller quantities rather than on a direct basis. This method of purchasing proved satisfactory until a few of the less scrupulous jobbers discovered the tremendous turnover ratio of merchandise in the Super-Market versus other channels and proceeded to adopt the Super-Market as a convenient dumping ground for obsolete merchandise. Due to inexperience, therefore, some operators found themselves in a dilemma.

Frequently chains experienced problems within their own ranks, for where store managers and clerks were thoroughly familiar with food products, many exhibited ignorance of hardware or non-food items, much of which is seasonal. Rather than wrestle with the unknown, they often treated non-food departments like the "plague"—something to be tolerated, but by no means encouraged.

Shortly after World War II, however, there came into existence a distributor who immediately became identified as a "rack jobber." To the majority of old line hardware or variety jobbers, the Super-Market had posed an unknown factor in any appraisal of potential outlets. Even their

country cousin—the "wholesale grocer," ignored the Super-Market need for higher profit merchandise, and having habitually followed the lines of least resistance, was willing to accept and even ship orders to Super-Markets, but desired no part of servicing or rotation. Consequently, it took an upstart (the rack jobber) to visualize and supply the necessary requirements.

### The Rack Jobber

The name "rack jobber" is the direct result of a small 4 x 6 "rack" or display stand originally installed in many markets by a local jobber who assumed full responsibility for the installation, supply, variety, and rotation of merchandise on a guaranteed sale basis (no consignment). During the early stages of non-food development in Super-Markets, this became more or less a proving ground for merchandising non-food products and was used primarily to show, over a period of 60 or 90 days, the potential profits per square foot of space on non-food items versus food. Once having tasted the profits, however, most chains began to allocate space and soon permitted installation of complete non-food departments. These departments, while never concessions, are now installed, supplied, and serviced, on a profit-sharing, guaranteed sales basis by so-called "rack jobbers" who bill all merchandise to the chains at "retail" with a predetermined discount consisting usually of 25% off list, and the merchandise is pre-priced before delivery to the

stores so that the Super-Market does no price-cutting and, consequently, has no over-head or burden, other than that of space, lights and check-out time.

"Rack jobbers" find that a store must do an overall volume of at least \$4,000 per week to justify an installation. A small 36" width rack will average from \$75 to \$100 per week gross, while a large 15' gondola (one side) will realize from \$800 to \$1200 per week gross, depending upon the selection of merchandise, type of clientele and weekly store traffic.

During its early inception, the "rack jobbing" industry was frowned upon by some competitors and manufacturers alike as the "ugly duckling" of the distribution world. However, because the chain is a cash operation that discounts all bills, the "rack jobber" has grown to become one of the most solvent business enterprises in existence, for unlike the old time hardware jobber who was forced to carry accounts for 60 to 90 days, the "rack jobber" collects his money every 10 days which eliminates customary credit restrictions and at the same time assures a steady flow of more diversified merchandise through his warehouse. Many manufacturers originally viewed the operation with suspicion, and also refused to ship because of limited capital. However, some of the more astute manufacturers who looked beyond to the vast expanses of chain store distribution, proceeded to gamble, with the result that these organizations have reaped rich harvests and are today solidly entrenched with this jobber. For the same reasons, they

are also well established in most of the Super-Market outlets serviced by this jobber today.

There are now over three hundred "rack jobbers" covering almost every Super-Market chain in the United States who did an aggregate gross volume of some \$100,000,000 last year.

The day is rapidly approaching when most Super-Market chains will purchase non-food products on a direct basis (many have already started), but until such time as the problem of warehousing has been overcome, the "rack jobber" will remain an important factor in the distribution of non-food products to this type of trade, because he serves the same function as a wagon distributor and offers the rare advantages of "houseware without warehouse."

### Time for Action

Therefore, manufacturers should lose no time in cultivating "rack jobbers," for by developing this type of distributor today, they insure themselves of an established position tomorrow by having been "tested and accepted" when the giant chains flex their muscles to embark on their own non-food merchandising programs. Certainly, toys, dry goods and housewares belong in Super-Markets just as much as bluing, clothespins, dust mops, brooms or any other household commodity, because Mrs. Housewife, through her daily association with such products, is consciously or subconsciously contemplating their purchase and is therefore more susceptible to

A SPANKING NEW houseware department of the type now being adopted by many super-market chains in place of a single 36-inch width "rack."



such purchases during a Super-Market shopping tour than at any other time.

### Profit Incentives

One national Super-Market publication recently reported that the national profit average for Super-Markets was approximately 16½% gross, with many chains running as low as 12%. However, operating costs have increased yearly to the extent that several chains have reported a cost of 13½%, leaving a net of ¾% to 2½%. (A & P Tea Co. has reported 1½% net for several years.) While foods show an average gross of 12 to 16½%, non-food products on the other hand show a 25% gross when merchandise is purchased through the rack jobber. This, of course, increases proportionately when purchases are made directly through the manufacturer.

Many chain operators figure 7% to 8% overhead for non-food space in their stores, so if 8% is deducted for sales costs, the chain realizes a net profit of 17% versus the ¾% to 2½% net reported on foods.

Chain operators are now endeavoring to increase their present per square foot volume of \$4.50 per foot per week gross, which roughly provides a net of approximately 9¢ per foot. However, non-food products will deliver \$1.44 net in the same amount of space, or a gross of \$8.00 per foot. In other words, each square foot of non-food products will produce 77% more volume, 16 times more profit, and adds nothing to overall operating costs.

### Potential for Manufacturers

Having established a potential for the chain, let us now examine the ultimate potential for the manufacturer.

The following figures may be converted into "pair" or "units," depending upon the accepted distribution or merchandising practices for the product or commodity concerned. If the product happens to be nylon hose, or roller skates, then "pair" may be incorporated; however, if the product becomes egg-beaters or alarm clocks, then "units" would be the obvious medium for translating the following figures.

If 60,000 Super-Markets sold one pair (or one unit) each per week for a year, the aggregate total would amount to 3,120,000. However, on the basis of previously established shopping habits of the consumer, which consists of 130 visits per year to the Super-Market,

this figure easily approximates 7,800,000 pair (or units)—especially where more than one size or style of a product is concerned.

During the introduction stage to the Super-Market field, however, the sale of an untried product is customarily limited to one or two promotions for the first year, or until such time as experience or demand has indicated a trend toward a more permanent position. The length of such promotions is determined by the number of customers served within the orbit of each chain's weekly shopping clientele, and also varies according to location of outlets, areas served, and shopping characteristics of individual areas. However, the average promotion usually extends from a period of six to eight weeks; consequently two promotions per year on the basis of full coverage would produce a total sale of 2,400,000 units (or pair) the first year. Assuming, however, that full coverage did not appear feasible to start, the above figure could be reduced to whatever percentage is desired as a safety factor for forecast purposes. For instance, if only 25% of the existing total number of markets were sold (15,000), the total sale for two promotions would amount to 600,000 units (or pair).

### Distribution and Pricing

While the method and reason for distribution through rack jobbers has already been explained, the manufacturer should also be prepared for direct selling as well. He should therefore design his sales and price structure accordingly. While rack jobbers are now a factor in the field, they will ultimately outlive their usefulness. Therefore any long-term planning should incorporate two separate price categories—one for the rack jobber and one for the chain. However, there should be a sufficient differential between the two to make the direct selling price of the manufacturer as commensurate as possible with that of the jobber. This enables the jobber to be competitive with the manufacturer and forces an aggressive merchandising attitude rather than one of pitting his efforts against what might be considered an unfair advantage. Furthermore, it also ethically permits the manufacturer to sell direct without recrimination in any area where the jobber has failed to function, or neglected to pursue an aggressive selling and merchandising course.

The distilled essence of sound merchandising is to give the public what it wants as it wants it, and the Super-Market provides the medium.

### Per Cent of Super-Markets Handling Various Non-Food Products

#### HOUSEWARES

Brushes (other than scrub) ....	79%
Bowls, Mixing .....	64%
Cake Tins .....	66%
Canning Supplies .....	93%
Can Openers .....	78%
Coffee Makers .....	64%
Cords, Extension .....	71%
Cups, Measuring .....	68%
Cutlery .....	65%
Dishes (not plastic) .....	47%
Dishes (plastic) .....	60%
Flash Lights .....	50%
Flash Light Batteries .....	71%
Fuses .....	79%
Glass Cookware .....	58%
Hammers .....	31%
Nails .....	32%
Oil, Household .....	80%
Pie Tins .....	63%
Pliers .....	39%
Sauce Pans .....	56%
Screw Drivers .....	47%
Scrub Brushes .....	84%
Spatulas .....	65%
Spoons, Kitchen .....	58%
Spoons, Plastic .....	69%
Strainers .....	67%
Tacks .....	62%
Thumb Tacks .....	63%
Toys .....	48%
Tumblers, Glass .....	62%
Tumblers, Plastic .....	60%
Vacuum Bottles .....	57%
Whippers .....	59%

#### TEXTILE PRODUCTS

Aprons .....	24%
Bath Towels .....	19%
Bowl Covers .....	36%
Cheese Cloth .....	43%
Diapers .....	18%
Dish Cloths .....	62%
Dish Towels .....	58%
Gloves, Rubber .....	42%
Gloves, Work .....	62%
Hot Pads .....	48%
Polishing Cloths .....	63%
Pot Holders .....	64%
Socks, Children's .....	45%
Socks, Men's .....	41%
Stockings, Nylon .....	44%
Table Cloths .....	35%
Towels, Kitchen .....	58%



# TECHNOLOGICAL INSURANCE

By WILLIAM W. EATON, *Industrial Consultant*  
Milford, Conn. and New York, N. Y.

## ABOUT THE AUTHOR

THE author of this article is a graduate of Swathmore College with a Ph.D. in physics from Yale University. What he says about the importance, in fact, the necessity of research to industry, arises out of a 24 year span of service, chiefly to industry. For his three years of service on the staff of Dr. Vannevar Bush, Director of the Office of Scientific Research and Development, wartime agency responsible for the development of the atomic bomb, proximity fuse, radar, guided missiles and other new weapons, he has since been awarded the President's Certificate of Merit, second highest civilian award.

His special experience spans the following fields: Mechanical, electrical, optical and photographic engineering; applied physics; war weapons development; planning, organization and management of research, development and engineering; new product surveys; technological appraisals.

**A** FACT sometimes overlooked by manufacturers today is that the technological developments which are the basis of industry are not occurring at a constant rate, but apparently at an ever-increasing tempo. A few simple examples will serve to illustrate this point.

Take metallurgy, for instance, an industrial field familiar to Connecticut and one of the oldest arts of mankind. A little reflection will show that there have been more advances in metallurgy in the last ten to twenty years than in the previous half century. A few specific developments such as stainless steel, sintered materials, new light weight and high temperature alloys, to name but a few, will call to mind many others which taken together make up the fast moving field of metallurgy today.

The field of plastics offers another good example of this trend. The first real plastic, as we use the term today, was invented less than fifty years ago. Substances we now accept as common, such as cellophane and nylon, are less than twenty years old; many common plastics now in general use, such as

polyethylene, were unknown less than ten years ago. With the science of petrochemistry now just beginning to flower, it is a safe bet that the future will see new materials and techniques in the plastics field produced at a still faster rate.

So it goes with aviation, road making, the paper industry, food, medicine, war weapons and a hundred other arts too numerous to mention. It is the exceptional technical field in which developments within the last ten years do not overshadow those in the previous twenty. It can be argued, of course, that the war was an important factor in this trend. However, the rapid pace of industry after the war and at the present time indicates clearly that something more fundamental is involved.

Probably the most spectacular example of this trend is the science of electronics, and special mention is due because developments in this field will surely affect every industry in the long run. The basic electrical unit after which this science was named, the electron, was discovered less than sixty years ago. After twenty years of comparatively slow growth this science



WILLIAM W. EATON

gave us the radio and the many developments associated with the vacuum tube. During and after the war the accelerated pace in this field culminated in phenomenal advances such as television, radar, new computers, guided missiles and many other similar arts. Today, with the new five-year old marvel, the transistor, we stand on the threshold of a vast unexplored technical wilderness which will in all probability yield results at an even greater rate than ever before in history. To illustrate how the field of electronics, already a five billion dollar industry, continues to increase in size and scope, it is worth noting that the Institute of Radio Engineers, the leading professional electronics organization, continues to grow at an increasing rate every year and has doubled its membership just in the last seven years.

The field of atomic energy also deserves mention, though it is extremely difficult at the present time to assess the effects upon our industries and our economy in general of this program. In line with the foregoing theme, it is interesting to note a few facts in connection with this field. Radioactivity, or the natural disintegration of atoms, has been known since 1897. But it was only just before World War II that the principle of chain reactions—the key to atomic weapons and the industrial use of atomic energy—was uncovered. Since that time, and particularly since 1942 when the first self-sustaining reaction was demonstrated, this country has poured about 10 billions of dollars into atomic energy developments. This is truly the greatest scientific experiment of all time. It would be very strange

indeed if it did not affect our industries and the lives of all of us in the foreseeable future. It is also interesting to speculate on just what could have been accomplished if this kind of effort and money had been expended on the automobile, the airplane or metallurgy.

Viewing our present technological world is a little like watching a football game where the players are moving and the plays called at a constantly increasing rate. To get into the game and play with the rest of the team, one must be constantly faster and more shifty as time goes on.

### The All-Important Answer

Having recognized this ever increasing technical pace, the average manufacturer may ask, "So what? I know we're living at a faster pace today in every way, but what can be done about it? How will this affect my own business?"

The correct answer to this sixty-four dollar question will make one man a millionaire while his neighbor without an answer may have his business fate sealed. For the forces of competition—like the players in the football game above—are operating at a constantly increasing rate also, as technological developments proceed. Technical obsolescence for whole industries and individual companies takes place correspondingly faster than ever before. Whereas yesterday an industry or an individual manufacturer could plan on a relatively stable technological base for his business for a reasonably long time, compared to the amortization periods for his tools and other capital equipment, today the situation is changing much more rapidly. Any manufacturer today who shrinks from a full realization of these facts is truly flying in the face of Providence.

Suppose we admit, however, the gravity of the situation. There is still unanswered the question of what to do about it. Despite the advances of science indicated above, no one has yet developed the perfect crystal ball within which the future can be seen! Hence there can be no absolutely sure formula for the solution to each man's problems. Indeed, if there were, there would be no incentive, no competition, no business system as we know it today.

The method of approach to this problem used by more and more man-

agements today is that of a systematic and properly balanced program of scientific research and development, geared to the specific needs of the enterprise and calculated to protect the technological basis of the business by "keeping up" with the forces of competition. The factor of protection has given rise to the term "technological insurance" to describe such a program.

### Technological Insurance

Technological insurance does not consist of a few long haired scientists dreaming and puttering in an ivory tower. At the other extreme it is equally incorrect to suppose that such insurance can be adequately provided by the average production men, regardless of how much intelligence and practical resourcefulness they may have. Somewhere in between these two extremes is a carefully planned program, of research, development or engineering, "tailored" to fit the needs of the individual company. It is budgeted, like any other insurance program, or like advertising. It is an entity within the company. It is the department which, whether large or small, has the responsibility for keeping management fully informed as to scientific developments which may affect markets, products and processes. It also has the responsibility for the application of scientific principles and developments to the design and production of new and different products, to the improvement of present products or—and this above all—to the reduction of costs.

But the average manufacturer may say, "Research is all right for the large company, but it's too expensive for me. I simply can't afford it." This thinking is quite common and is particularly typical of many small manufacturers. However, it is a fact that because of the rapid technological trends mentioned above, this attitude is giving way to a newer and more enlightened view of scientific research as an absolutely necessary form of company protection.

This newer attitude is typified by the businessman who says, "Yes, I know that research and development is expensive, like any other form of insurance. But with today's situation, I need it more than ever before. I budget it, just like advertising or industrial relations, and I am convinced that in so doing I am protecting my stockholders' interests to the best of my ability."

This change in trend, particularly among smaller and medium-sized companies is illustrated by the fact that, of all industrial companies reporting research and development laboratories in a recent nationwide survey, over half had less than ten people so engaged. Furthermore, there are many more additional small companies where research or development work is done less formally and the term "laboratory" is out of place.

### Research Must be Afforded

There is no doubt that industrial research and development is expensive. It has never been more so. But the same thing applies to the other overhead expenses of running a business. And every business, regardless of size, can actually afford some kind of a research program even though it be small. In 1953 it is no longer safe for the manufacturer to say, "I can't afford research." If he is to protect the future welfare of the business, the answer today is "I must afford research."

One reason for the reluctance of many management people to invest money in research is the lack of a thorough understanding of what is involved, or an unsuccessful experience in the past. Also, many do not make a sufficient distinction between research and development, on the one hand, and engineering, on the other. However, there are now known to be certain fundamental principles involved in the proper planning and management of industrial research which when followed will give the greatest chance of ultimate success, and will almost surely prevent failure. Such principles are well-known to people with adequate experience in the field and no program should be started or maintained without being sure that those in responsible charge are properly trained.

Furthermore, it is not always necessary or desirable to commit a company to the expense of large research equipment or an expensive permanent staff. This depends entirely upon the circumstances, such as the financial condition of the company, the type of market, position in the industry, need for new products, and many other important factors. It is often possible to have a specific problem undertaken very capably by an outside establishment, such as a university, independent research company or non-profit foundation or institute. Because of the very

*(Continued on page 42)*



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# NEWS FORUM

This department includes a digest of news and comment about Connecticut Industry of interest to management and others desiring to follow industrial news and trends.

**MILL PROPERTIES** of the Broad Brook Company in East Windsor, have been purchased by Hamilton Standard division of United Aircraft Corporation, Windsor Locks.

The Broad Brook Company, which was scheduled to cease operations permanently this month, will continue to exist as a corporate entity by retaining its ownership of most of the houses and stores, the hotel, the community water system and other similar properties.

Title to the purchased property will pass on February 22, by which time the woolen processing machinery will have been removed. After some renovating by Hamilton Standard, the 245,000 square foot plant will accommodate some light manufacturing and some engineering and design activity, according to Erle Martin, general manager.

The close of manufacturing operations by the Broad Brook Company this month will end over 100 years of continuous operations as a manufacturer of wool cloth. Incorporated in May, 1849, it had maintained its position in the weaving industry until the advent of plastic yarns, which it is not equipped to spin. Its principal product, automobile upholstery fabrics, was

unable to meet the competition created by the newer fabrics. Until recently the company was affiliated with General Motors, but since bought out that corporation's interests.

★ ★ ★

**A NEW BULLETIN** which offers the services of The Connecticut Broach and Machine Co., New London, for "production engineered" contract broaching for manufacturers, has been announced by the company.

The bulletin covers the 34 year history of the company and its experience in broaching, design and production of "Durakeen" broached parts produced for "name" companies in New England and nearby Eastern States.

Copies are available to interested metal working plants if they will write the company at 24 Pequot Ave., New London.

★ ★ ★

**THE ADDITION** of a new model to its line of wet-blasting equipment has been announced by The Cro-Plate Co., Inc., Hartford.

Known as the pressure blast roto-barrel, this unit was designed for the bulk, high-production rate finishing, cleaning or deburring of small parts

## The Cover



THIS month's cover photo by Joseph Scaylea is a holiday night scene of the Congregational Church at Rocky Hill, Conn. It is a fitting symbol of the Hebrew-Christian tradition upon which our Constitution and our American enterprise economy is based.

such as screw machine products, stampings, small castings and extrusions and precision machined components.

The pressure blast roto-barrel is fabricated of stainless steel throughout, no pumps or mechanisms of any kind are employed in the blast system, according to the manufacturer.

★ ★ ★

**PLAX CORPORATION'S** board of directors has elected J. Gordan King, vice president in charge of manufacturing.

Mr. King has been vice president and general manager of the Kaylo Division of Owens-Illinois Glass Company.

A graduate of McGill University, he joined Owens-Illinois in 1932 in its general manufacturing division. He has served that company since that time with the exception of a period during

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Business Slowdown?**

*New Products are the  
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*Sales and  
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INCORPORATED

**Stamford, Connecticut**



*Printing, Newspaper  
& Lithographing Machinery  
Paper Converting Equipment  
Job Presses, Gallies &  
Cabinets  
Proof Presses, Balers, Cutters*

World War II when he served in the United States Naval Reserve. He was named general manager of the Kaylo Division in August of 1952.

★ ★ ★

**THE COLONIAL BLOWER COMPANY**, Plainville, manufacturers of industrial ventilating and dust collecting equipment, has just distributed a colorful, new catalog, LB-853, descriptive of its various products and services.

Photographs and technical data are included on such items as dust collecting, ventilating, heating, cooling and pneumatic conveying systems; exhaust and propeller fans, blowers, automatic shutters, air circulators, man coolers, dust collectors, filters, storage bins, buffing and grinding wheel hoods, spray and welding booths, and the general sheet metal work performed by the company.

In a letter from President Robert A. Briggs, Jr., published in the catalog, buyers of industrial ventilating equipment are invited to consult the company's staff of engineers who are specialists in the field with the technical training and experience to assure customers the maximum in efficiency and service.

★ ★ ★

**THE APPOINTMENT** of Charles D. McCall to a new and important position as manager of automotive engineering within the engineering department of New Departure Division, General Motors Corporation, has been announced by Paul W. Rhame, the division's general manager.

Named to succeed Mr. McCall as New Departure's general sales manager is Robert T. Collins, formerly Meriden plant manager for the division.

★ ★ ★

**THE BODINE CORPORATION**, Bridgeport, manufacturer of automatic high speed multi-spindle machinery, has just published a new brochure entitled, "A Selection of 12 Typical Case Histories." The case histories cover the four standard sizes of Bodine machines, tooled for a variety of operations including drilling, milling, tapping, screw inserting and assembly.

The operations completely described cover production of parts for electrical, automotive, and other mass production industries as well as machines tooled for small-lot production shops. Copies of the brochure may be obtained from the company.

**S-E-MUCHEMORE ASSOCIATES**  
CONSULTING ENGINEERS

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INDUSTRIAL—STRUCTURAL  
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formerly Brass Goods Mfg. Co.  
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*The Nation's Headquarters*  
**for BRASS &  
COPPER**

**CHASE BRASS & COPPER CO.**  
WATERBURY 20 CONNECTICUT



**NORMAN H. EDDY**, assembly foreman of The Greist Manufacturing Company, New Haven, was honored at the seventh annual dinner meeting of the Greist Quarter Century Club recently in recognition of his fiftieth year of employment and service with the company.

Mr. Eddy was first employed as an errand boy by the company in the year 1903. Five years later he was promoted to a position of supervisory capacity, and has served the company in various supervisory positions from that time on. In his present position as assembly foreman, Mr. Eddy exercises supervision over one hundred employees.

★ ★ ★

**H. H. SHELL**, chairman of the board of directors of Sidney Blumenthal & Co., Inc., has announced the election of E. H. Suessmuth as vice president of the company.

Mr. Suessmuth joined the company at its Shelton plant in 1933. In 1936 he was made assistant superintendent



## Cost of Microfi

Are your company's engineering drawings a few pennies each? A fire could wipe out your research, engineering and manufacturing in an hour!

Why gamble when the complete film them on your premises? Completed films in bank vaults

of the blank paper on which

500 — 600 large drawings

100 foot roll, with even

Should an emergency

each drawing back to original

Our list of customers is mighty

go anywhere — completely

as well as New York State, New

etc. Call or wire us for complete

obligation. We operate with the

and trained technicians, process our

are cleared for security.

**American**

412 TEMPLE STREET



Bowes, Inc., postage meter and business machine manufacturers, succeeds William G. Werner of Cincinnati, public relations director of the Procter and Gamble Company.

As the professional society in the field of public relations, PRSA is composed of 1,600 public relations execu-

tives and counsellors who direct programs in business, industry, labor and government, and in educational, religious and welfare organizations.

For many years an officer and director of PRSA, Mr. Bowes has been national vice president during the past year. He is a member of the Advertis-

ing Advisory Committee to the Secretary of Commerce, and serves on the public relations advisory committee of the United States Chamber of Commerce.

★ ★ ★

**A NEW CONELRAD** control center developed by Columbia Broadcasting System engineers, is now being produced by Gray Research and Development Co., Inc., Manchester. The equipment is designed to prevent enemy airplanes from finding American cities by "homing in" on radio broadcasts.

In an emergency, all stations in an area broadcast on the same frequency. The control center consists of an automatic switching device which cuts one station in an area off the air and simultaneously puts another station on the air.

The device switches from one station to another at random intervals ranging from five to forty seconds. The equipment is designed to be installed at a key station in an area. The number of stations which can be tied in to one network is virtually unlimited.

★ ★ ★

**AN IN-PLANT ENGINEERING** training program for employees has been instituted by Electric Regulator Corporation, Norwalk, it was disclosed recently by Laurence W. Burn, general manager.

The engineering program is designed to train qualified personnel for the highly specialized production of voltage regulators. Comprising four consecutive semesters, the curriculum was jointly developed by the Bridgeport Institute and management of the corporation.

College-level courses in physics, sound and heat, magnetism and electricity, electronics, radiation and atomic structure are being given to 17 employees who took a Termin IQ Test. Their ratings were so high, ranging from an IQ of 110 to 135, that the original 15 week courses were telescoped into nine and 12 weeks. Classes will be held weekly for a two-hour period; instructors will be provided by the Institute.

★ ★ ★

**AIREX RUBBER COMPANY,** Portland, has just completed an addition to its building which will double its present facilities.

The increased space will be devoted



# A History of FIRSTS in Service and Supply

## ... **DOLAN STEEL IN CONNECTICUT!**

**1940**

**FIRST** with warehouse service to Connecticut Manufacturers for Flat Rolled Steel EXCLUSIVELY, supplying all Finishes, Tempers and Cutting Facilities for Shearing Sheets and Strip to your Exact Specifications for IMMEDIATE DELIVERY!

**1946**

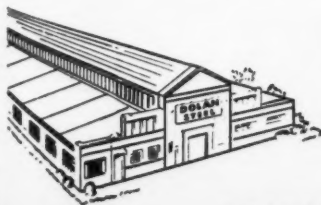
**FIRST** with warehouse service to Connecticut Manufacturers for Slitting Coils to Exact Widths for IMMEDIATE DELIVERY!

**1948**

**FIRST** warehouse installation in New England with facilities for Slitting 15,000 lb. coils up to 48" in width to your Exact Specifications for IMMEDIATE DELIVERY!

**1954**

**AND NOW!** The **FIRST** PUBLISHED NET DELIVERED (your plant) PRICE SCHEDULE FOR PRIME QUALITY, LOW CARBON COLD ROLLED STRIP STEEL. No more Base Prices, Quantity or Size Extras. IMMEDIATE DELIVERY for Prime Quality Material in Any Quantity from 100 lbs. to 100,000 lbs.! Dolan's new price schedule, the first of its kind in the field, is designed to SAVE PURCHASING AGENTS' TIME . . . SAVE PRODUCTION TIME . . . SAVE ON COST DEPT. WORK . . . SAVE ON ACCOUNTING WORK!



# **DOLAN**

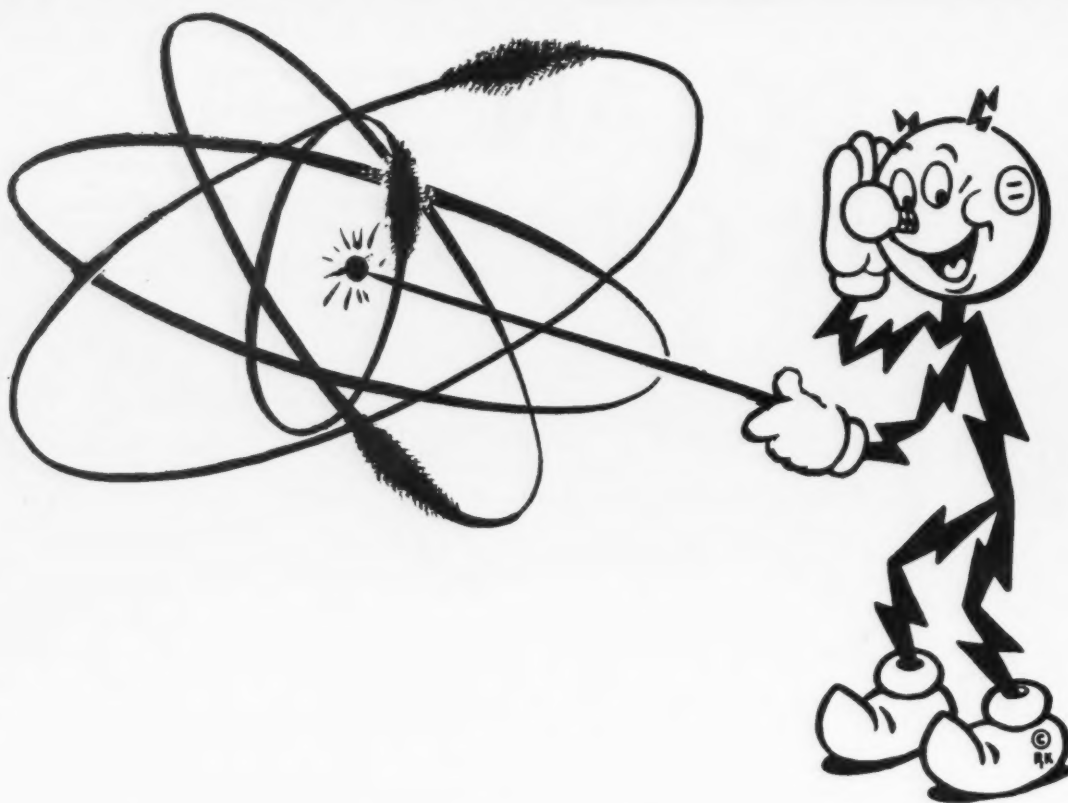
*Steel Company Inc.*

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BRIDGEPORT 7, CONN.

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**CONNECTICUT OWNED AND CONNECTICUT OPERATED**



## **ELECTRONICS** Offer New Opportunities for Connecticut's Industries

There is an increasing market for electronic equipment and components for communications, recording, measuring, computing and control devices. Forward-looking Connecticut manufacturers might well consider the development and manufacture of these products for future profits and progress. Because of their high value and low bulk they are particularly suited to be made in this State. And the world-wide civilian market for electronic products has just begun to open up.

Why not investigate now to see if electronics can be fitted into the growth plans for your organization. The industrial power consultant of your electric company will gladly put you in touch with the opportunities at hand.

THE CONNECTICUT LIGHT AND POWER COMPANY  
THE CONNECTICUT POWER COMPANY  
THE HARTFORD ELECTRIC LIGHT COMPANY  
THE UNITED ILLUMINATING COMPANY



TOP OFFICIALS of The Parker Stamp Works, Inc., Hartford, examine plaque presented them by employees. Left to right, Jack T. F. Bitter, president; Howard L. Bitter, chairman of the board; and H. Calvin Bitter, executive vice president. Presentation was made during an open house celebrating the opening of a new addition to the plant.

primarily to new lathes and grinding equipment used in the company's growing production of special rubber covered metal rolls for applications requiring high accuracy and bonding strength.

★ ★ ★

**A MERGER** of Fafnir Bearing Company, New Britain, and Hart & Cooley Co., Inc., Holland, Michigan, went into effect the first of this month. The name of the merged corporation is The Fafnir Bearing Company.

Also included in the reorganization plan was the formation of a new corporation, Allied Thermal Corporation,

to conduct the heating and air conditioning business, formerly conducted by Tuttle & Bailey, Inc., New Britain.

The Fafnir Bearing Company is the second largest ball bearing manufacturer in the United States. Hart & Cooley Manufacturing Company is the largest manufacturer of registers and grilles for residential warm air heating. Tuttle & Bailey, Incorporated manufactures an extensive line of grilles, registers, ceiling diffusers and other air distribution equipment for commercial air conditioning installations, as well as several types of wall and baseboard radiators for steam and hot water heating.

## COLONIAL

Industrial Ventilating and  
Dust Collecting Equipment



Fans  
and  
Blowers

Unit  
Dust  
Collectors

We specialize in the design, manufacture and installation of complete dust collecting, ventilating, fume removal and conveying systems for industry.

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is at your service.*

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COLONIAL BLOWER CO.**

54 Lewis St.  
Plainville, Conn.  
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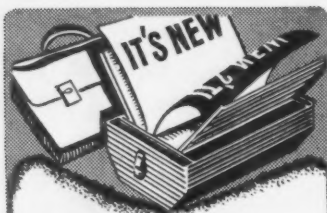


A black and white photograph of a Plugmold 2000 electrical outlet. It is a rectangular outlet with a distinctive shape, featuring a large "E" on the left side.

**FASTER! EASIER! CHEAPER!  
TO INSTALL...** Unlimited convenience outlets in a continuous run — for homes, offices, factories, schools, hospitals, hotels — any building, new or old!

*Write today for new Plugmold 2000 booklet!*

**THE WIREMOLD COMPANY · HARTFORD 10, CONN.**



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Don't wait for copies; make 'em yourself in 40 seconds with the new *Portable CONSTAT Copy-Maker!* CONSTAT saves countless hours and dollars for lawyers, researchers, professional and business men and women. Copies letters, book pages, documents up to 8½" x 14". Light, compact. **GUARANTEED.** Prices: \$39 to \$161.50. *Write for Free Folder Now!*



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Kindly send Contoura-Constat Brochure.

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**The AMERICAN APPRAISAL**



Company

Over Fifty Years of Service

OFFICES IN PRINCIPAL CITIES

**ANDERSEN LABORATORIES, INC.**, West Hartford, has recently announced the installation of one of the finest precision grinders available.

Employed primarily for grinding the fused quartz used in the company's ultra-sonic delay lines, the new Blanchard grinder will produce surfaces flat within .00005" on pieces as large as 5" diameter, or within .0002" on pieces up to 15" in diameter.

The company employs highly skilled grinder operators, and with this new equipment is in a position to do high precision grinding and lapping of small parts for other manufacturers. Both diamond wheels and abrasive wheels are said to be available.

★ ★ ★

**JOHN M. SCHAMBERGER**, engineer in the general engineering department of The Connecticut Light and Power Company, Berlin, has been loaned to the consultant program at the Knolls Atomic Development Laboratory at Schenectady, New York.

According to C. T. Hughes, CL&P engineering vice president, "The Knolls Atomic Laboratory is operated for the Atomic Energy Commission by the General Electric Company. So that there will be a basic understanding in industry of the problems involved in the generation of power from nuclear energy, the General Electric Company is taking for the development work at Knolls a limited percentage of engineering personnel from groups inter-

ested in the utilization of nuclear power."

Mr. Hughes stated that the arrangement is such that participating companies gain the latest knowledge of, and experience in, various aspects of atomic energy utilization, and the General Electric Company obtains temporary workers with specialized training and experience in electric power generation.

★ ★ ★

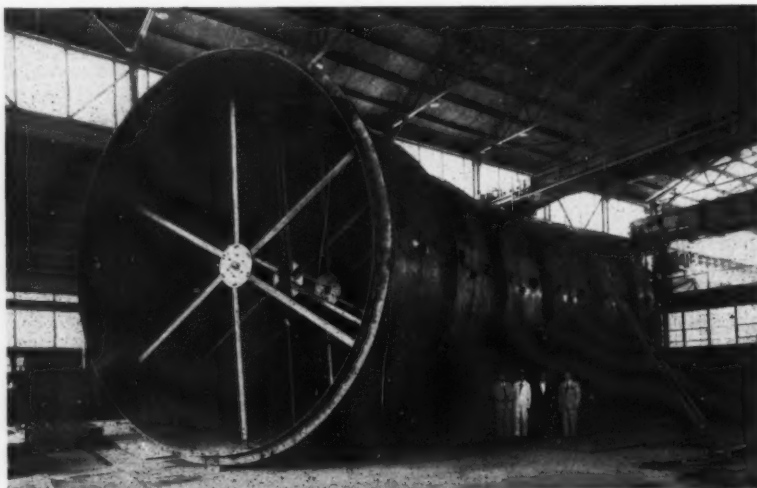
**SHAREHOLDERS** of the U. S. Finishing Co., Norwich, have voted to acquire the Aspinook Corporation, a Delaware corporation, with plants at Jewett City and Adams, Mass.

Aspinook is a textile finishing company and employs about 1,400. U. S. Finishing, engaged in textile processing, has plants in Sterling and Norwich, Conn., and Hartsville, South Carolina. It employs about 1,400.

★ ★ ★

**THADDEUS AUGUSTYN** has been appointed vice president of American Research Corporation, Bristol. Formerly works manager of Bowser Technical Engineering, Mr. Augustyn will be in charge of production and engineering for the Bristol firm.

He is a member of the American Society of Refrigeration Engineers, is a veteran of World War II, and was captured by the Germans while serving with the 9th armored division.



**THIS 25 FOOT diameter penstock** has been installed at the Shepaug Hydroelectric Development on the Housatonic River. The huge "pipe" is shown assembled in the shop of the fabricator, The Jennings Manufacturing Company of Masury, Ohio. The penstock, which has eleven ring sections of three plates each, weighs more than 100 tons and required 6,850 manhours to fabricate.



**SIGNAL TRIBUTE** was paid to three manufacturing companies at the recent annual meeting of the Bridgeport Manufacturers Association when, for the first time, a "Job-makers" award was presented to each of them for having shown initiative in creating new jobs or maintaining established job opportunities.

The Jobmakers awards were presented to The Bullard Company, Sikorsky Aircraft Division of United Aircraft Corporation, and The Casco Products Corporation.

The awards are based on the recognition that a free society depends on the job opportunities created by free competitive enterprise. The creation and maintenance of jobs in private industry is recognized as a vital necessity to the social and economic characteristics of the American way of life.

★ ★ ★

**MANNING, MAXWELL AND MOORE, INC.**, of Stratford, has increased production of its aircraft products division in a newly acquired plant in Danbury, according to Chester H. Butterfield, vice president. The plant was formerly occupied by Centerless Grinding Company.

The Danbury site was selected after a search of many sections of the country because it was felt that it best served a majority of the company's specific needs in the manufacture of aircraft products, it was explained by Henry S. Moore, aircraft products division head.

The manufacture of jet engine electronic controls, pressure switches, fuel control valves, hydraulic valves and aircraft pressure gauges will continue in Stratford, with use of the Danbury facilities for expanded production as required.

★ ★ ★

**THIRTY-SEVEN EMPLOYEES** of the Bridgeport plant of Handy & Harman, refiners and processors of silver, gold and alloys, were honored at a service award dinner recently at the Stratfield Hotel, Bridgeport.

Leading the list of employees honored were Harold S. R. Schrader and Richard Turner, who have completed forty years with the company.

A company motion picture, "Production Brazing with Low Temperature Alloys," was shown to employees as a part of the program.



## Talking Beats Walking!

It is remarkable how speaking over a DuKane office and plant paging system gets things done at once. No rushing to and fro. Makes your administrative job much easier.

### DuKANE SOUND SYSTEMS



#### for OFFICE and PLANT PAGING

Let us show you how a DuKane console or rack and panel model can accommodate from 15 to 180 rooms. Ask for a free demonstration of these UL approved units.

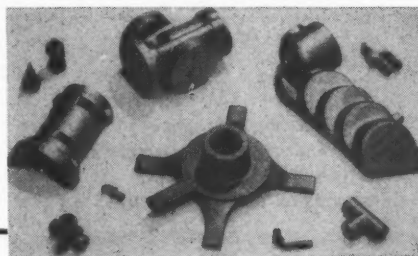
#### DuKANE FLEXIFONE INTERCOMS

One company (name on request) saved \$6,000 annually in time-keeping and production control alone, with Flexifone Intercom. Why walk? Just point your finger and talk! For a cost-free demonstration, write.

### TEL-RAD INC.

FLEXIFONE SALES OF CONNECTICUT  
"DuKane Communications & Sound Systems"  
274 FARMINGTON AVE. HARTFORD 5-0877

## Increase Your Product's "SELL" with Castings by FRITZELL



You can improve your product's sales, and performance after sales. Yes, you can help its ability to sell with castings by FRITZELL; porosity-free, uniform in mechanical and structural strength batch after batch; castings that give your customers satisfaction long after your sale is closed!

Many of America's finest products

are made with castings by FRITZELL. Why not trade on this experience to make *your* product better?

Fritzell's ability to make intricate, sand-molded castings since 1916 has earned the reputation "If nobody else can make it, send it to Fritzell." Improve *your* product's "SELL" with quality castings by FRITZELL!



WRITE or PHONE for further information. Pattern facilities available.

## FRITZELL

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BRASS, BRONZE & ALUMINUM CASTINGS  
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## STEEL CASTINGS

From an ounce to  
1000 lbs. each.

Try us for fast  
delivery when your  
needs are urgent.

THE  
NUTMEG CRUCIBLE STEEL  
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BRANFORD CONNECTICUT

**FIVE VISITORS** from Italy, representing the Italian Electrical Insulating Materials Team, visited the plant of Rockbestos Products Corporation, New Haven, recently, under the sponsorship of the Foreign Operations Administration.

The tour was conducted by B. H. Reeves, vice president and general manager; W. W. Gaylord, superintendent; and Harold S. Moore, chief engineer; all of Rockbestos.

The visitors were Lieutenant Commander Guiseppe Amodio of the Bureau of Ships, Italian Navy; Lieutenant Commander Adriano Gori, Bureau of Ships; Luigi Lombardi, chief of the chemical laboratory, INCET; and Cesare Pirattoni, technical director CEAT CAVI.

★ ★ ★

## WHAT CONNECTICUT MAKES MAKES CONNECTICUT

Manufacturers of  
**DRY PRESS**  
(STANDARD ITEMS)

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**SPECIAL SHAPES**  
(MUD PRESS)

IN ANY SHAPE  
OR QUALITY DESIRED

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SPruce 7-4447

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of Tools, Dies, Jigs, Fixtures and  
Gages

Jig Boring and Jig Grinding  
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Machines

We build Special Machinery  
and Parts

Welded Fabrications  
We will do your Stampings and  
Spot Welding

Progressive — Swedging  
Broaching — Drawing  
Short Runs — Long Runs

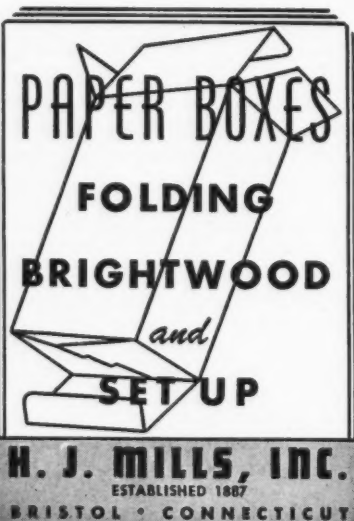
THE  
SWAN TOOL & MACHINE CO.  
30 Bartholomew Avenue  
HARTFORD 6, CONNECTICUT

**THE PROMOTION** of Gerald M. Fletcher to the post of director of advertising of The Stanley Works was recently announced by President John C. Cairns. Mr. Fletcher has been advertising manager of the company for 23 years.

Mr. Fletcher is a charter member of NIAA chapter, the Industrial Advertising and Marketing Council of Western New England, and is a former president of that organization.

Mr. Cairns also announced the appointment of Richard G. Edwards to the newly created position of director of merchandising. Mr. Edwards joined the Stanley Works in 1947 and has served as sales promotion manager of the hardware division and manager of the magic door division. As director of merchandising he will be concerned with the merchandising and promotional activities of all divisions of the company.

★ ★ ★



**PAPER BOXES**  
**FOLDING**  
**BRIGHTWOOD**  
*and*  
**SET UP**  
**H. J. MILLS, INC.**  
ESTABLISHED 1887  
BRISTOL • CONNECTICUT

**HARTFORD**

*Special*

... the best buy in the long run

**AUTOMATIC DRILLING & TAPPING  
MACHINES**

**AUTOMATIC THREAD ROLLERS**

**"SUPER-SPACERS"**

**DIE POLISHING MACHINES**

**General Contract Machine Work**

THE HARTFORD SPECIAL MACHINERY CO.  
HARTFORD 12, CONNECTICUT

**THE APPOINTMENT** of LeRoy Jones of Norwich to the post of chief of the division of Development and Public Relations of the Connecticut Development Commission has been announced by Sidney A. Edwards, the commission's managing director. Mr. Jones qualified for the position in an open competitive examination given under the State Merit System. He succeeds Frederick P. Grimley, who quit the post for a position in the Department of Finance and Control.

Mr. Jones has formerly served as executive vice president of the Norwich Chamber of Commerce.

**ALLEN  
RUSSELL &  
ALLEN**

31 Lewis St. Hartford, Conn.

*Insurance*

Over 40 Years of Service to  
Connecticut Manufacturers

**WARREN F. BICE** has been appointed manager of industrial fastener sales for the Waterville Division of Scovill Manufacturing Company, it has been announced by Samuel G. Gailard, Jr., general manager.

Mr. Bice first joined Scovill in 1936 after attending Colby College. He went to work for the Waterville Division in 1942 when the industrial fastener operation was transferred from the main plant to Waterville.

★ ★ ★

**THE ATOMIC ENERGY COMMISSION** has for the first time released figures which show that \$13,000,000 in contracts were given to Connecticut establishments in 1952.

This is in addition to the \$700,000,000 contract awarded the F. H. McGraw Company of Hartford last year for the construction of the uranium separation plant at Paducah, Kentucky. Neither do the figures take into account funds allotted United Aircraft Corporation for research and development of an atomic aircraft engine.

Sharing the \$13,000,000 AEC funds were 36 Connecticut companies, Yale University, the University of Connecticut and the Connecticut Agricultural Experiment Station.

★ ★ ★

**HORACE L. SHEPARD, JR.**, vice president and treasurer of the Geo. A. Shepard & Sons Co., Bethel, has recently been elected treasurer of the Tanners Council of America. In its announcement of the election, the Tanners Council issued the following statement:

"Mr. Shepard is one of the most important producers of sheepskin leathers in the United States, and in recognition of his great service to the leather industry he was honored by election to national office by the Tanners Council. He brings to the post of treasurer many years of experience both in the leather industry and in diversified business interests involving both domestic and international phases.

"The Geo. A. Shepard & Sons Co. is a concern which has achieved worldwide recognition for the quality and diversity of its leathers. Rounding out the 87th year of its existence, the company is known throughout the United States and in many countries abroad for its technical achievements and the high standards of its product."

Functions of the Tanners Council

include economic research coupled with the collection and dissemination of statistics, and the development of official colors in cooperation with retailers and manufacturers. A new color film, "Leather in Your Life," is now ready for free distribution to schools,

service clubs, and any other groups wishing to see it.

★ ★ ★

A NEW and more liberal pension retirement plan and a greatly improved group insurance program have recently



## Does your business have this element of **STRENGTH?**

**BUSINESS** Life Insurance is a strong link in the program of establishing good credit for a business. As the president of a large Washington, D. C. bank says:

"The men who manage a business constitute its most important asset. That business which fails to protect itself against loss through the death of that asset cannot be entitled to the same consideration in the extension of credit as the business which has the foresight and good judgment to take out adequate insurance on the lives of its valuable men."

We are specialists in the uses of life insurance by business concerns and have published booklets on the subject for the proprietorship, partnership and close corporation. Just phone or write for your free copy.

**RALPH H. LOVE AGENCY**  
75 Pearl Street • Hartford, Conn.

*Specialists*  
*in Life Insurance for Business*  
Business Insurance • Pensions • Profit-Sharing

*The Connecticut Mutual*  
LIFE INSURANCE COMPANY • HARTFORD

ALV84



**HAROLD CAMP** (left), vice president of finance of Pitney-Bowes, Inc., Stamford, is shown receiving from **Weston Smith** of Financial World the magazine's bronze "Oscar" for producing the best annual report in its industry, the office equipment field.

been made available to employees of the Wm. L. Gilbert Clock Corporation, Winsted.

As before, Gilbert's pension plan is of the non-contributory type with the company paying the entire cost. The

former ceiling which limited final pensions to a flat sum regardless of length of service has been lifted under the new arrangement. Eventual retirement income now will increase for each added year of active service, resulting in benefits which, in some cases, will be almost three times as great as under the previous plan.

The company's revised group insurance program substantially increases the worker's life insurance coverage and offers hourly rated employees much more liberal disability benefits payable in case of sickness or accident.

★ ★ ★

**AS THE FIRST STEP** in expanding sales promotion in Canada and other foreign countries, Acme Welding Division of United Tool and Die Company, West Hartford, has applied for foreign patent rights on the Acme Sheet Storage System for vertical "library storage" of all types of sheet metal in steel and plywood books. Acme Welding is the sole licensee to manufacture the system in the United States.

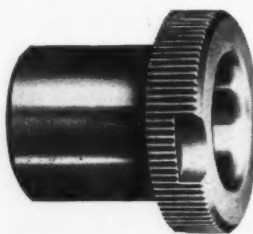
★ ★ ★

**LINCOLN THOMPSON** has been appointed a vice president of Ray-

## *Why chase Drill Bushings!*



**UNIVERSAL OFFERS  
STANDARDS FROM STOCK**



**A Telephone order will demonstrate  
the efficiency of our service.**

**FOR OVERNIGHT DELIVERY CALL:**

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# Stronger . . . permanently buoyant CELL-TITE FLOATS

Floats of Spongex Cell-Tite are practically trouble free. They are solid, rigid and stronger for their weight than floats of any other material.

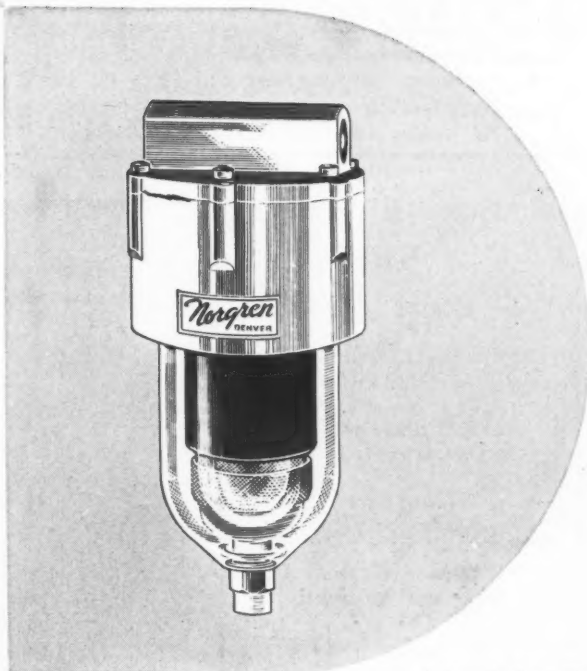
The non-connecting cell structure assures no leaks or absorption, providing a permanently buoyant float.

With Cell-Tite, buoyancy can be controlled by density, thus avoiding retooling costs when flotation needs change.

Spongex Cell-Tite is highly resistant to aromatic fuels, strong acids, temperatures to 290°F and pressures to 400 lbs. per square inch.

The superiority of Cell-Tite floats over metal floats of comparable buoyancy was proved by C. A. Norgren Co. They thoroughly tested Cell-Tite before adapting it for their new automatic filter, used on compressed air lines.

Cell-Tite is just one of the many Spongex cellular materials serving industry. If you need a material for flotation, insulation or cushioning, write us today; we'll be glad to help.



Automatic-drain filter  
courtesy C. A. Norgren Co., Englewood, Colorado

## SPONGEX<sup>®</sup> Cellular Materials

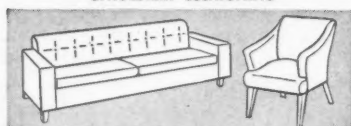
THE SPONGE RUBBER PRODUCTS COMPANY, 18 Derby Place, Shelton, Connecticut  
In Canada: Canadian Sponge Rubber Products, Ltd., Waterville, Quebec

INDUSTRIAL



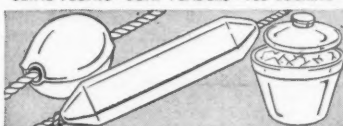
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## FEDERAL TEXTILE CORPORATION

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AT A RECENT Farrel-Birmingham annual service pin award ceremony, Franklin Farrel, 3rd, was among those to receive a 20-year pin. The picture shows the presentation being made by Joseph LeMay, corporation secretary, third from left, as two "Old Timers," each with 59 years of company service look on—Edward Kennedy, left, and Edward Stuart, right.

mond Engineering Laboratories, Middletown.

A native of Worcester, Mass., Mr. Thompson was graduated from Worcester Polytechnic Institute in 1921. He has a wide experience in teaching, and in the development and pioneering of talking pictures and electronic devices. He has received nearly 40 patents in the electronics and sound recording field.

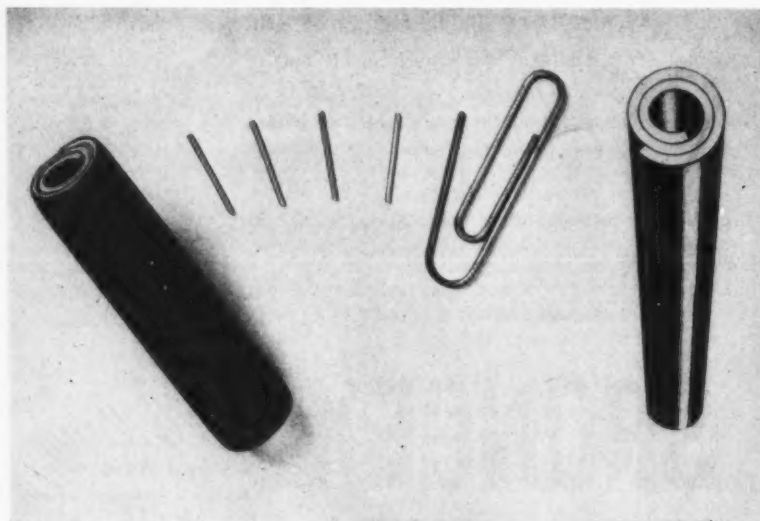
★ ★ ★

C.E.M. COMPANY, Danielson, has recently announced 50% to 70% price

reductions in its full line of SPIROL pins. According to company officials, the savings are the result of conversion to fully automatic equipment especially designed by C.E.M. engineering staff for the production of SPIROL pins.

SPIROL pin, whose design is said to represent a revolutionary approach to fastening, was designed by the firm two years ago. Because of its unique spiral construction, the pin at first presented an extraordinary problem of mass production.

According to the manufacturer, special advantages of the pin result from



SPIROL PINS, developed by C. E. M. Company, Danielson, are formed by rolling strip steel spirally. The pin is a coiled spring whose physical properties can be changed by varying the thickness of the strip, the tightness of the coils, and the number of coils in the spiral.

its spiral cross-section. When it is compressed several thousandths on the diameter, as when inserting in a hole, the radial spring action locks the pin securely in place. During the period when the SPIROL pin was being introduced the new coil design proved its ability to solve many difficult fastening problems in industrial products, from eyeglass hinges and door locks to post hole diggers and locomotive engines.

★ ★ ★

**LESTER J. ROSS**, president of The Torrington Company, Torrington, died suddenly of a heart attack at his home recently.

Mr. Ross was born in Avon, Illinois, and served for a time with the Times-Tribune of Waterloo, Iowa. He joined the Torrington Company in 1913. He was elected secretary in 1930, vice president in 1939, executive vice president in 1944, and assumed the presidency in 1946.

Besides being a former director of MAC, Mr. Ross was a director of many corporations, and was vice chairman and one of the founders of the Naugatuck Valley Industrial Council. He was also active in many civic and fraternal organizations, including Seneca Lodge, A. F. & A. M., Sanctum Club, Litchfield, Torrington Club.

He leaves his widow, two daughters and two grandchildren, two brothers and one sister.

★ ★ ★

**NEW LABORATORY FACILITIES** which are considered as among the most extensive and modern in the world have been completed at Hamilton Standard division of United Aircraft Corporation, Windsor Locks, according to Erle Martin, general manager.

They include a test building containing two propeller test cells, a test cell for jet engines, a pneumatics laboratory, a fuel control laboratory and a propeller balancing room; also a separate building housing a combustion laboratory.

The new structures complement an area within the factory proper, adjacent to the new test building, in which are situated an hydraulics and mechanical testing laboratory, a vibration laboratory and an electronics laboratory.

★ ★ ★

**OLIVER V. OBER**, president, has announced three new appointments at United Manufacturing Company, Hamden.

## JOHN J. PLOCAR *Company*\*

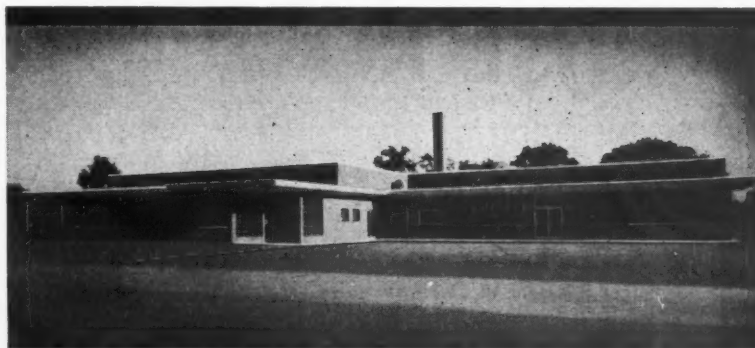
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Edward E. Keefe, vice president and works manager, has been promoted to the position of executive vice president. William R. Hathaway has been named vice president in charge of production. He was formerly production manager.

Victor A. Stancliff, formerly manager of field engineering, is now vice president of sales.

United Manufacturing Company, a division of United Advertising Corporation, manufactures aircraft electrical test equipment.

★ ★ ★

**CHIEF ENGINEERS** and their assistants from 15 New Haven area industrial firms are currently participating in a series of eight bi-weekly seminars designed to effect an exchange of technical information and inter-company study of manufacturing processes.

Developed by New Haven College at the request of industry the sessions are being held on Tuesday afternoons through March 2 at the plants of the participating companies.

Participating companies are: Greist

Manufacturing Company, Farrel-Birmingham Company, H. B. Ives Company, the MB Manufacturing Company, J-B-T Instruments, Inc., The Miller Company, the Connecticut Hard Rubber Company, the Lux Clock Manufacturing Company, the Chase Brass and Copper Company, the A. C. Gilbert Company, the G. & O. Manufacturing Company, the Bridgeport-Lycoming Division, Avco Corporation, the Winchester Repeating Arms Division of Olin Industries, Bradley Laboratories, and Norden Instruments, Inc.

### Meet the Association's New Directors

(Continued from page 9)

mond-Whitcomb, Inc., the oldest travel company in America, of which he eventually became General Manager. In 1940 he became assistant to the publisher and business manager of the Boston Evening Transcript, and the following year he joined the Amer-

ican Optical Company. He has been vice president of the company since 1951.

Among his business affiliations are: A member of the Connecticut Development Commission; president of the Tri-County Development Corporation; a Trustee of the Day-Kimball Hospital, Putnam; a Trustee of Old Sturbridge Village, Sturbridge, Massachusetts; a Director of the Connecticut Forest and Park Association.

★ ★ ★

**GEORGE R. HOLMES**, a native of Providence, Rhode Island, attended Carnegie Institute of Technology. He will succeed Charles A. Williams, vice president, The United Illuminating Co., New Haven, as a director representing New Haven County.

Following his service with the Armed Forces during World War I, he was associated with McConway and Torley Steel Foundry, Jones and Laughlin Co., and Westinghouse Airbrake Co. He now serves as president and treasurer of the McLagon Foundry Company, New Haven.

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said  
Gertrude Stein

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**Merchandising Displays**



Mr. Holmes is a director of the New Haven County Manufacturers Association, a member of the Board of Finance of the Town of Hamden, and director of The Friends of Boys. He is also a past president of The National Metal Trades Association (Connecticut Branch), former president of the Connecticut Foundrymen's Association, former New England director of the Gray Iron Founders' Society, and former director of the National Founders' Association.

★ ★ ★

**JOHN A. COE**, son of the late John A. Coe, Sr., who was active in the formation of The American Brass Company, Waterbury, and who served as both president and board chairman, has been associated with the company since 1920. He was elected executive vice president in 1945, after having served as vice president in charge of sales. He is a graduate of Williams College.

Mr. Coe will serve as director representing New Haven County, succeeding Frederick Lux, president, The Lux Clock Manufacturing Co., Waterbury.

He is a director of the Waterbury

Savings Bank and The Colonial Trust Company; a Trustee of Saint Margaret's School for Girls; Corporator of the Waterbury Hospital; Agent, Silas Bronson Library.

★ ★ ★

**LOUIS R. RIPLEY**, a graduate of Babson Institute, was born in Litchfield, where he now resides. He will serve the Association as director-at-large, to succeed Morgan Parker, president, Bard-Parker Co., Inc., Danbury.

From 1936 to 1946 Mr. Ripley was president of the United Cinephone Corporation, which moved its factory from Long Island City to Torrington in 1938. In 1949 he was made president and treasurer of the Heli-Coil Corporation, which moved from New York to its new building in Danbury in 1951.

Mr. Ripley is also president and a director of the Dynamic Industrial Products, Inc., of Danbury; president, treasurer and director of Heli-Coil Corporation—California, with offices in Los Angeles, California; vice president and director of Premmco, Inc., Los Angeles, California; and also serves as a director of the Danbury Community Chest.

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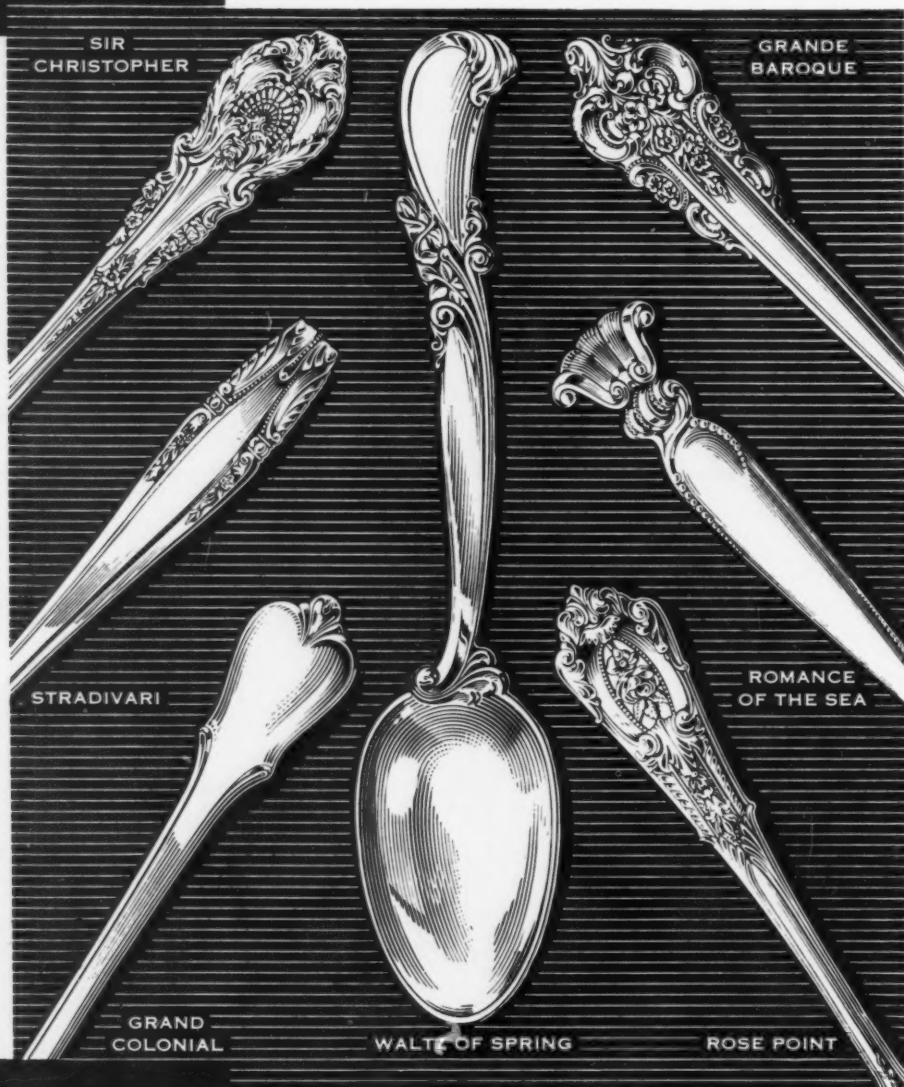
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. . . truly different . . . truly distinctive . . . truly more beautiful . . . the masterful swirl of sculptured depth in solid silver . . . Wallace "Third Dimension Beauty" Sterling. Seven exquisite patterns.



Like no other sterling in the world . . . "Third Dimension Beauty" is the rich, encircling depth of design in solid silver that makes Wallace Sterling so distinctively different.

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## INDUSTRIAL DEVELOPMENT

By L. M. BINGHAM  
Secretary

**T**HE overwhelming majority of business organizations have developed an ethical philosophy to guide their operations. However, one would think by the number of people who complain about business profiteers and about our system and the number who even work openly or secretly to change that system, that ethics is practiced only by the clergy, and that only the "law of the jungle" is the rule in business transactions.

So any company, regardless of how fair and ethical its operating policies are when dealing with its employees, stockholders, suppliers, customers and members of its home community, that keeps its good behavior a secret, has no soul in the eyes of its various publics.

A company's behavior and character is therefore what people think it is, for every organization has public relations, good or bad, from the day it opens its doors.

Looking these seemingly obvious, but frequently forgotten facts in the face, who can doubt the value of a proper ethical philosophy to business when coupled with a proper informational program that will make employees, community leaders and all other company publics aware of its good behavior.

Proof that it pays beyond the moral and spiritual rewards of doing right, is found in the results of a recent survey made by Opinion Research Corporation in eight industrial cities. The study was made to discover:

1. Which companies had the best record of labor relations as reflected by production uninterrupted by strikes or work stoppages.

2. What steps had been taken to assure good relations with employees and with communities in which the company operates.

The results, broken down, were as follows: 1. Group One companies felt that it was sufficient to *live right*; 2.

Group Two felt that it was necessary to *live right*, but in addition, to let employees know that it was *living right*; 3. Group Three felt that in addition to *living right* and letting employees know about it, that it was important to let the people in the plant community know that the company was *living right*.

The survey results demonstrated that, without exception, the companies in Group Three had the best labor relations and the highest morale among employees. This finding evolved the formula X plus Y equals Z. X means *living right*. Y means communicating to employees and the community all the pertinent facts about the company policies and the day to day occurrences in the plant which prove that the company *lives right*. Z stands for atmosphere of mutual understanding and trust which breeds high morale and loyalty among employees. This Z result may be translated into a dollars and

cents value since high morale and loyalty among employees means production at lower costs. Both through the reflected attitude of employees and by means of other communication channels, the people of the plant community also come to know that the company is *living right*. This, too, has a dollars and cents value, as community leaders are always more considerate of a company it believes to be *living right* than one it believes is attempting to take every unfair advantage possible in its dealings with employees and all other groups. Such consideration helps during re-valuation, re-zoning and numerous other periods in the company's life when their home town or city is making changes in policies or tax rate structure.

In the light of the foregoing facts open confession, and not secrets, really pays off.

### Industrial Film Sources

We have just added to our industrial film source library the latest issue of "Industrial Film Bibliography" published by the National Metal Trades Association, which lists sources of several hundred industrial sound and silent films and film strips which may be used in both technical training and educational programs on human relations and our economic system. Requests made of us for the sources of a given type of film should be made at least a month or more in advance of planned usage, since many of the films must be secured from distant sources. Then, too, many films are so popular

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that frequently substitutions have to be made or dates of showing changed because of not being available on the requested dates.

#### Government-Owned Inventions

We have also acquired recently a book listing several thousand government-owned inventions available for license and several thousand indexed cards listing privately owned patented inventions available for licensing.

In these days when many companies are looking ahead to keep their produc-

tion lines busy as defense business eases off, the development of new products and new markets must play an important part along with more aggressive recruitment and training of salesmen to meet today's challenge—the retention of a high and profitable level of business. So, in your search for new products, don't overlook checking the descriptions of the several thousands of inventions at Association headquarters (in the writer's office) as well as to watch for such listings in our Sales Exchange Bulletins.

#### Security Investigations

According to the Office of Industrial Security of the Munitions Board, it is estimated that six persons out of one hundred hired without a thorough security investigation are a hazard to the company's facilities for one reason or another. "Plant management," the office of Industrial Security states, "can no more afford to run the risk of hiring without a thorough security investigation than to cancel their fire insurance policy."

It is a mistake to assume that applicants who are turned down as security risks by companies who thoroughly investigate all job applicants are members of the Communist Party, or their front organizations. On the contrary, many have criminal records, or they are drug addicts, alcoholics, sex perverts or insane. As labor becomes scarcer, security risks among job applicants rise. There are many cases on record where a poor security risk, rejected by one company which screens its employees, is hired by another who does not.

Let us take a case in point which has doubtless occurred many, many times, perhaps hundreds, or even thousands of times, in Connecticut. Companies like United Aircraft, which produces classified defense items, are forced to screen all employees as security risks, and hence must refuse employment to many who cannot stand up under the rigid investigation. In today's tight labor market, these rejected applicants then are hired by companies who frequently make component parts or tools for United. Should war break out these poor security risks, if they happened to be Communists, or stooges willing to do their bidding, could just as effectively stop production in the plants producing component parts (non-classified in themselves) as they could if working inside United Aircraft factories. Even without a war on, an insane person, an alcoholic, or a person with a bad criminal record, is always a real hazard.

In the light of facts uncovered by many investigations, it is known that Communists are having considerable success in getting their members and stooges into industries vitally important to the security of the nation. Security screening of all employees (by non-classified industries which produce items supplied to classified industries or may be supplied in the event of war) is becoming more vitally important.



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\* SERVICE BENEFITS: the Participating Physician's acceptance of the CMS payment as his full charge for the services covered by the contract when your income is within the level stated in the CMS Regulations.





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You need stiff fiber to give the brush more body — so it will move the heavier refuse. See how fiber is mixed with grey horsehair — all through the center of this Fuller Brush — to combine strength with thorough sweeping.

You need this horsehair to sweep the fine dust. Notice the all-horsehair tufts in the outside rows. This is why the Fuller Brush sweeps well on a variety of different floor surfaces... does the work with less backtracking... finishes the job faster.

Write for a demonstration on your own floors. Simply mail the coupon today.



Fiber on inside for heavy sweeping



Horsehair on outside for fine dust

INDUSTRIAL



DIVISION

The Fuller Brush Company  
Industrial Division  
3616 Main Street  
Hartford 2, Connecticut

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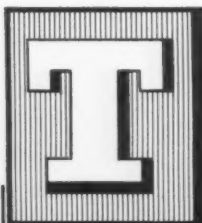


**consider these 4 points before selecting an advertising agency;**

1. **Experience:** Agencies may look alike on the surface, but lift the shell and you'll find a world of difference in experience pertinent to the marketing, merchandising and advertising of your particular product.
2. **Size:** Volume of billing; number of accounts; number of creative personnel; how long in business.—Ask these questions and your job of determining which agency is *right for the job* will be made easier.
3. **Service:** The most important factor in the success or failure of your company's advertising efforts is service. Insist upon knowing agency policy in regard to direct mail, catalogs, sales promotion as well as trade and consumer advertising.
4. **Operation:** An outline of agency procedure for handling your account should include such information as scope of service; basis of compensation; and who in agency would form the service group responsible for basic policy.

*Of course, there are many more points to be considered before a completely fair and informed decision can be made as to the agency best qualified to serve you. However, the four points listed are essential touchstones.*

*We would be very happy to answer your questions on these and other points should we be given the opportunity to solicit your account.*



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## BUSINESS TIPS

from

School of Business Administration

University of Connecticut

### Distribution of Point-of-Sale Display

By CARL J. GLADFELTER, *Associate Professor of Marketing,*  
School of Business Administration, University of Connecticut

THE basic purpose of point-of-sale display\* is to increase the sale of a given product or line of products. That increased sales do result from good display is a proven fact. Studies have shown in controlled tests proper point-of-sale display has invariably increased the sale of the item as against improper display or no display at all. With the continuing trend towards self-service, self-selection stores and store departments, the value of point-of-sale display as a sales promotion tool will continue to grow.

The following are among the advantages of the use of point-of-sale display: 1) it acts as a substitute for the retail sales person, 2) it adds effectiveness to the retail salesman's presentation, 3) it helps make the manufacturer's and retailer's advertising more

effective through recall, 4) it increases the incidence of impulse buying, 5) and it tends to make the retailer's work load lighter, thus increasing its acceptance and use by him, if the display is furnished by the vendor. These advantages are lost, however, if the display material is not accepted, used, or used properly by the retailer. Lionel B. Moses, vice-president of Parade Publications, Inc., says, "Show a retailer how your point-of-sale idea can help him get something he wants, and he will use your advertising to get something you want." It appears then that the actual selling of the display or display idea, the method of delivery and installation are as important to the success of this type of sales promotion as the display itself.

Point-of-sale display material is usually distributed by one or more of the following methods: 1) shipping

with the goods, 2) delivery and set-up by salesmen, 3) delivery and set-up by outside agency retained for the purpose, 4) delivery and set-up by "missionary" salesmen, 5) mail or some other form of public delivery, and 6) delivery and set-up by the wholesaler's and jobber's salesmen.

In promiscuously sending out point-of-sales display material to the retailer by mail, or with the goods, certain problems are likely to result. There is no guarantee that the retailer will use the display, or that he will use it properly. The display must be adequately protected or excessive in-transit damage will result. Frequently the display fails to reach the proper authority in the store or department. The advantage lies in the fact that the display material receives special attention upon arrival, thereby refreshing the retailer's memory of the salesman's request for display space and display time. This method of distribution saves the salesman's time since he does not have to set up the display. A good device, not frequently used, is to send the display material marked "hold pending arrival of salesman." This helps pave the way for the salesman's call.

When the display material is distributed by the sales representative or by representative of an agency specifically retained for that purpose, invariably part of the salesman's job is the installation of displays. This reduces the number of calls a salesman can make, but increases the effective use of the display material. The salesman's effectiveness is easily measured and costed, but the sales resulting from a given display are not so easily determined. Thus, we find many organiza-

### PROGRESS DEMANDS

**A NAME CHANGE**—Founded in 1901, "New Haven" has grown and expanded to become one of the major manufacturers of folding cartons, producing with its subsidiary, The Bartgis Brothers Company, over 100,000 tons of high quality paperboard annually, of which 75% is converted into printed folding cartons.

### THE NEW HAVEN BOARD & CARTON COMPANY

NEW HAVEN 8, CONNECTICUT

Formerly THE NEW HAVEN PULP AND BOARD COMPANY

Branch Office: GRAYBAR BUILDING, NEW YORK CITY



tions take the measurable aspect and reason that the salesman's time is too valuable to spend installing displays. As a result he is instructed to merely leave the display with the suggestion that the retailer could profit from its use. Where the salesman provides for a third party to install the display, the retailer more frequently agrees to the display, and tends to use the display longer, and seldom reneges on his promise to let the display be installed.

The producer who markets his merchandise through a middleman finds the distribution of point-of-sale material a most vexing problem. He has little or no direct control over the salesman's activities. Wholesale or jobber salesmen generally have other lines to sell with the consequence they tend to resent any attempt to make them driver-salesmen. The loss of prestige is a factor. He ironically places too little emphasis upon the importance of the display material, its cost, and the fact that it will generate more sales for him.

In general, producers of merchandise selling in large volume at the retail level

find that their own salesmen are usually effective in placing the merchandise and selling the idea of display, but are poor media to use for transporting or installing the display. The "missionary" salesman or agent whose principal job is to transport and set up the displays, after the producer's or distributor's salesmen have sold the merchant, are the very best for gaining maximum placement, but the absolute cost of placing each display runs higher than any other method.

The explicit costs of display are those incurred in planning and designing the idea, manufacturing, selling, transporting, installing, rent paid for display privilege or space, stocking, and in some cases removing the display. Do not overlook cost of sales lost through the failure on part of retailer to use the display, use it properly, or use it for an adequate period of time. Unless these costs are measured in relation to the sales gained from the total amount of display achieved, the most effective vehicle for distributing and installing the point-of-sale display can never accurately be determined.

## Technological Insurance

(Continued from page 17)

trends about which we are writing, such organizations have grown up by leaps and bounds since the war, and are much better equipped than ever before to undertake successful research and development projects. Even if it is the intention in the long run to establish a permanent research program within a company, it is often a good plan to start out by sponsoring several projects in this manner. There are many examples of companies who have profited handsomely by such a plan. Fortunately, Connecticut and the remainder of New England have a large number of such facilities which are conveniently located.

In planning technological insurance for the average manufacturing concern, management must face up to the fact that industries today are not born in the frosty attic of the lonely inventor. They are more likely to come into being as a result of the efforts of a trained team of scientists and engineers, following a systematic program. No longer can management rely entirely for future developments on chance ideas occurring to some employee who has other responsibilities.

By way of bringing these remarks to a close, it is worth noting that practically without exception, all manufacturers who have established serious research and development programs, regardless of size, have continued such activities as a permanent effort in some form or other. Such programs may have been reduced or expanded, changed in scope or otherwise altered, but the important fact is that in general, *they have not been dropped*. This in itself should be a clear indication of the inherent value of such programs.

In final conclusion, it seems pertinent to note that Connecticut, with centuries of great heritage and a leading position in manufacturing and the industrial arts, has perhaps more to lose by neglecting to protect the technological basis for her industries than many other sections of our country. Therefore it behooves Connecticut manufacturers to analyze very carefully their own needs for "technological insurance" and take appropriate action where necessary.

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## ACCOUNTING HINTS

Contributed by the Hartford Chapter National Association of Cost Accountants to stimulate the use of better accounting techniques in industry.

**T**HE use of standard costs can often reduce clerical expense by eliminating the detailed record keeping which is necessary when actual costs are used alone. Some of the principal points at which standard costs can be applied to reduce clerical expense are the following:

1. By carrying inventories at standard cost, stock ledgers can be kept in terms of quantities only. This eliminates much clerical effort in pricing and balancing items on stock ledger cards. Total standard cost of goods on hand can readily be obtained at any time by multiplying the quantity in stock by the standard unit cost. If average actual cost is wanted, it can be computed by multiplying standard cost by the ratio between actual and standard cost of the goods.
2. When standard costs are used, requisitions or bills of material for materials to be put into production can be written and priced more rapidly than when the goods must be priced at actual cost.
3. The standard cost of goods finished can be obtained immediately upon completion since it is necessary only to multiply the quantity by the unit standard cost. Simple and economical process costing methods can be used in place of elaborate job costing methods.
4. The time required to prepare reports which are used by management can be reduced. Since most reports are useful in proportion to their timeliness, the managerial value of accounting is considerably enhanced.
5. The time devoted by management to study and interpretation of cost reports is much reduced when standard costs are used. These economies result from elimination of all details except those requiring attention and from the provision of

standard figures which facilitate comparison and interpretation of actual costs.

6. The time required to assemble cost data for budget preparation or pricing studies is reduced because it is not necessary to devote so much time to the analysis and rearrangement of past actual costs.

The stability of the standards is of particular importance for record keeping economy, for changes in standards require time-consuming adjustments. When the application of standard costs is limited to those uses which produce economies in record keeping, the level at which the standard costs are set is relatively unimportant.

If the advantages of saving pricing calculations and the related postings in materials stock ledgers are to be secured, the standards must be applied upon entry of the materials in inventory records. On the other hand, if standard costs are to be used only to facilitate costing of finished goods inventories, the standard need not be applied until credits are entered in the work in process account.

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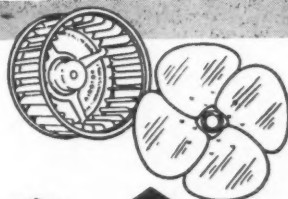
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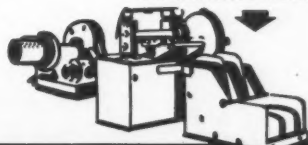


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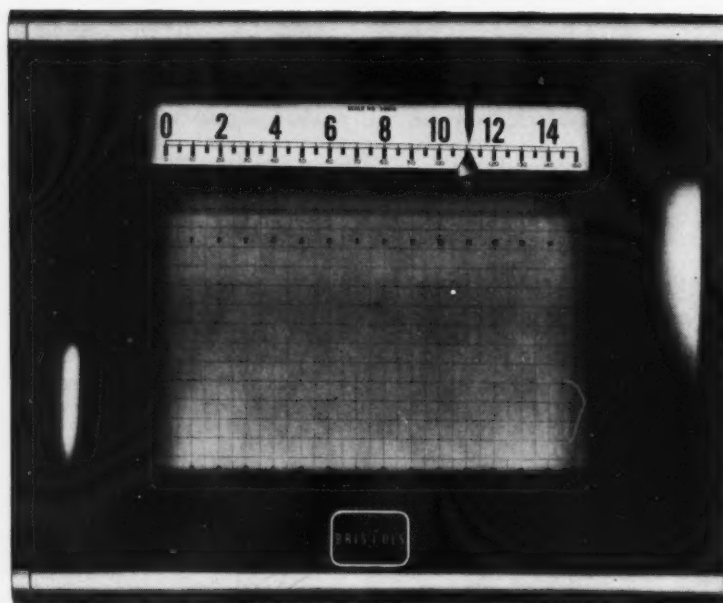


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## BUSINESS PATTERN

**A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.**

**T**HE index of general business activity in Connecticut declined three percentage points to an estimated 25% above normal for the month of October. The present standing is approximately the same as a year ago and three points lower than the average for the first ten months of this year. The employment and manhour components both fell off in October but were higher than a year ago. Freight shipments and cotton mill activity, on the other hand, rose slightly over September but were lower than last year. Construction activity is considerably below the level of a month ago and is also well below the standing in October of 1952. All five components of the general index were lower than their averages for ten months of this year. The United States index of industrial activity declined to +13% in October for the fifth consecutive decrease. This decline however, was smaller than in the immediately preceding months and apparently was as much a result of failure to experience the usual seasonal expansion as of a reduction in actual production schedules.

A summary of Military Prime Contract Awards issued by the United States Munition Board shows that, since the beginning of the Korean War, Connecticut leads all other states on a per-capita basis. The three top states, Connecticut, Delaware and Michigan, had per-capita figures of \$2,003, \$1,701 and \$1,629, respectively. In the three year period from July 1950 through June 1953, Connecticut received \$4,020,000,000 in military prime contract awards which was 4.2% of the national total of \$95,555,000,000. Of the total awards to Connecticut, 43% were received between mid-1950 and mid-1951, 24% in the second year and 33% in the last twelve months.

The index of manhours worked in Connecticut factories for the month of

October dropped four points to an estimated 34% above normal. Although lower than the standing of September, the index is slightly above the figure of the same month of last year. During October average hours worked per week in Connecticut factories increased to 42.0. This is slightly higher than the September figure of 41.7 but lower than 42.5 standing of one year ago. Total weekly earnings rose to \$75.18, the highest on record, and compare with \$74.23 last month and \$72.40 in October 1952. Basic average hourly earnings at \$1.71 remained unchanged from September but were nine cents higher than a year ago.

The October index of Employment in Connecticut factories declined to an estimated 25% above normal. During the past month there was a moderate decrease in manufacturing employment whereas a slight increase is normally expected between September and October. After rising steadily in the early

months of the year, the index reached a plateau during the summer months and then tended to fall off in the last two months.

Claims for unemployment compensation in the state of Connecticut have shown a favorable decline since the early months of 1950. State Department of Labor reports show that total claimants dropped from a January 1950 figure of 48,000 to a low of 8,000 in November of 1952. The greatest decline in the total number of claimants was experienced in the year of 1950 when the number fell by approximately 30,000. In the past three years the total has fluctuated between 8,000 and 23,-

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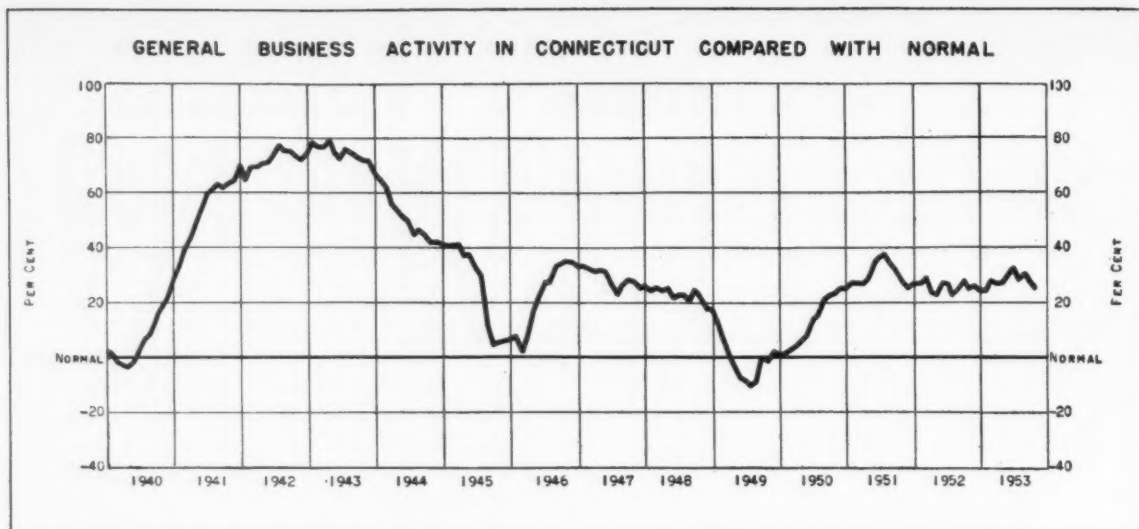
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000 due largely to seasonal factors, however, the trend in that period has been downward until very recently. In the same period the number of initial claimants has varied between 1,500 and 7,000 and for the last week in

October was 3,300. Two seasonal factors which have a large influence on the number of unemployment claims are summer vacation shut-downs, and post-Christmas lay-offs.

The October index of construction

work in progress in Connecticut declined to an estimated 62% above normal. The present figure is the lowest for any month this year and, except for December 1952, it is the lowest figure in the past three and a half years.

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## SPOTLIGHT ON THE FUTURE\*

By R. C. SWANTON

Director of Purchases,

Winchester Repeating Arms Company,

Division of Olin Industries, Inc.

### General Business Conditions

INDUSTRIAL activity at the year end shows more of a normal seasonal pattern. Business held at November levels through the first half of December, but has since shown indications of sharp declines in new orders, accompanied by further production cutbacks, continuing the narrow gap between falling order books and production that was reported last month. Prices are leveling out, with no real show of strength. Inventories are down again, and in better balance; in fact, some have reached bottom. Employment is lower, much of it attributed to the normal, seasonal decline. Buying policy remains within the short range of 60 days and under.

Taking a look at 1954, purchasing executives seem to have more optimism in the outlook than they have expressed in several months. By a little more than 2 to 1, their estimates are for industrial production and orders to halt the gradual decline and even strengthen somewhat beginning in the first quarter and going through most of the second quarter. No sharp upswing is indicated, but the predominant opinion is that business will be fairly good for the period, although below 1953. The approximately one-third seeing a continuance of the decline consider there are further adjustments to be made, but with no depression in sight.

As to prices, the large majority view is that more weakness will develop as the fight for orders steps up already sharp competition in a buyers' market.

Plans for 1954 capital expenditures are optimistic. 36% forecast substantially higher commitments for the year.

28% expect to spend the same amount as in 1953. The general comment of the 36% budgeting lower than 1953 is that capital goods projects started in 1952 and 1953 are now complete or nearing completion. A few report waiting for more definite business trends to develop before making set plans. Again this year, as in the 1953 forecast, the majority of planned capital expenditures is for modernization of facilities rather than capacity expansion.

### Commodity Prices

The industrial commodity price structure shows no more strength than in the past three months—slightly on the weak side. Price testing is increasing, with many more quotations open, indicating a stronger trend to negotiation of price and terms. Concessions have been small, but forward commitments are limited, as Purchasing Agents expect further weakness.

### Inventories

Production and maintenance inventories of purchased materials are sharply down this month, accentuating the trend of the past several months. Part of this is the normal stock reduction for end-of-year inventories. Turn-over rates are higher, items are in better balance with each other and with production schedules. Some report inventory liquidation goals have been reached. Over-all, industry appears to be in a healthy position regarding unworked material inventories.

### Employment

Further payroll reductions due to layoffs and lower working hours are

reported in December. Holiday speed-up is over and industrial employment is reacting to the more normal seasonal conditions. Unskilled help is generally available, as are skilled workers in several areas. Replacements are either not being made or are on a more selective basis.

### Buying Policy

In line with conservative inventory policy, price weakness, order and production cutbacks, and short lead time for deliveries, buying policy continues "hand-to-mouth" to 60 days for the majority of purchased materials. A very slight movement into the 90-day bracket is noted, not strong enough to indicate a change in the trend.

### Specific Commodity Changes

Lower prices predominated the December price movement. Percentage-wise, the reductions are very small—numerically, they outnumber the price increases.

*Reported up:* Coated abrasives, cobalt, paper bags, magnesium, mercury, paraffin wax, soap, rosin, rubber.

*On the down side:* Alcohol, ammonia, 1953 automobiles, benzol, coal, coke, cotton linters, gasoline, glycol, grinding wheels, light fuel oil, linseed, soya and castor oils, sulphate, sugar, tin (up and down), textiles.

*Few items hard to get:* Aluminum and magnesium extrusion, nickel, seamless pipe, polyethylene (but easing), structural steel.

### Canada

The Canadian reports, highly influenced by seasonal conditions, reveal a marked lowering of production and new orders for December, quite a bit more than in the States. Commodity prices, however, are stronger and better maintained. Inventories are declining faster. Employment took a sharp slide-off, more so than in the United States. Buying policy, though of longer range above the border, shows definite signs of contraction. Opinion of 1954 is about in line with that of the States, except prices are expected to be firmer. Budgets for capital goods are higher than 1953; much of it for expansion.

\* Composite opinion of the purchasing agents who are members of the N.A.P.A. Business Survey Committee, whose Chairman is Robert C. Swanton.

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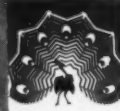
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# IT'S MADE IN CONNECTICUT

**EDITOR'S NOTE:** This department, giving a partial list of peace-time products manufactured in Connecticut by company, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings purchased by Connecticut manufacturers. Interested buyers may secure further information by writing this department. Connecticut manufacturers desiring to list their products in this department should write the Editor for listing rates.

(Advertisement)

<b>Accounting Forms</b>		<b>Anodizing Equipment</b>		<b>Beads and Buttons</b>	
Baker-Goodyear Co The	New Haven	Conn Metalcraft Inc	New Haven	Waterbury Companies Inc (metal)	Waterbury
<b>Accounting Machines</b>		<b>Apparel Fabrics—Woolen &amp; Worsted</b>		<b>Bearings</b>	
Underwood Corporation	Bridgeport	Broad Brook Company	Brook Brook	Fafnir Bearing Co (ball)	New Britain
<b>Adding Machines</b>		<b>Artificial Leather</b>		Marlin-Rockwell Corporation	Plainville
Underwood Corporation	Bridgeport	Permatex Fabrics Corp The	Jewett City	New Departure Div of General Motors (ball)	Bristol
<b>Advertising Specialties</b>		<b>Asbestos</b>		Norma-Hoffmann Bearings Corp	(ball and Stamford roller)
H C Cook Co The 32 Beaver St	Ansonia	<b>Asbestos &amp; Rubber Packing</b>		<b>Bellows</b>	
Halco Co	New Haven	<b>Assemblies—Small</b>		Bridgeport Thermostat Company Inc (metallic)	Bridgeport
Waterbury Companies Inc	Waterbury	<b>Automatic Control Instruments</b>		<b>Bellows Assemblies</b>	
<b>Aero Webbing Products</b>		<b>Automobile Accessories</b>		Bridgeport Thermostat Company Inc	Bridgeport
Russell Mfg Co	Middletown	<b>Automotive Bodies</b>		<b>Bellows Shaft Seal Assemblies</b>	
<b>Air Compressors</b>		<b>Automotive Friction Fabrics</b>		Bridgeport Thermostat Company Inc	Bridgeport
Spencer Turbine Co The	Hartford	<b>Automotive Parts</b>		<b>Bells</b>	
<b>Air Conditioning</b>		<b>Automatic Cable Housing</b>		Bevin Brothers Mfg Co	East Hampton
Norwalk Airconditioning Corp The (forced air heating units oil fired)	South Norwalk	<b>Automotive Control Instruments</b>		Gong Bell Co The	East Hampton
<b>Air Impellers</b>		<b>Automotive Friction Fabrics</b>		N N Hill Brass Co The	East Hampton
The Torrington Manufacturing Co	Torrington	<b>Automotive Tools</b>		<b>Belt Fasteners</b>	
<b>Aircraft</b>		<b>Automotive Tools</b>		Saling Manufacturing Company (patented self-aligning)	Unionville
Sikorsky Aircraft Division United Aircraft Corporation (helicopters)	Bridgeport	<b>Automotive Tools</b>		<b>Belting</b>	
<b>Aircraft Accessories</b>		<b>Automotive Tools</b>		Hartford Belting Co	Hartford
Chandler Evans Division Niles-Benent-Pond Co (jet engine accessories, aircraft carburetors, fuel pumps, water pumps and Protek plugs)	West Hartford	<b>Automotive Tools</b>		Russell Mfg Co The	Middletown
Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment)	Windsor Locks	<b>Automotive Tools</b>		Thames Belting Co The	Norwich
Manning Maxwell & Moore Inc (aircraft pressure switches and jet engine afterburner control systems)	Stratford	<b>Automotive Tools</b>		<b>Bends—Pipe or Tube</b>	
<b>Aircraft Instruments</b>		<b>Automotive Tools</b>		National Pipe Bending Co The	160 River St New Haven
Gorn Electric Company Inc	Stamford	<b>Automotive Tools</b>		<b>Bicycle Coaster Brakes</b>	
<b>Aircraft—Repair &amp; Overhaul</b>		<b>Automotive Tools</b>		New Departure Div General Motors Corp	Bristol
Airport Department Pratt & Whitney Aircraft Division	Rentschler Field East Hartford	<b>Automotive Tools</b>		<b>Bicycle Sundries</b>	
United Airports Div United Aircraft Corp	Rentschler Field East Hartford	<b>Automotive Tools</b>		New Departure Div General Motors Corp	Bristol
<b>Aircraft Test Equipment</b>		<b>Automotive Tools</b>		<b>Binders Board</b>	
United Manufacturing Company	Hamden	<b>Automotive Tools</b>		Colonial Board Company	Manchester
<b>Air Ducts</b>		<b>Automotive Tools</b>		<b>Biological Products</b>	
Wiremold Co The (Retractable)	Hartford	<b>Automotive Tools</b>		Ernst Bischoff Company Inc	Ivoryton
<b>Air Heaters—Direct Fired</b>		<b>Automotive Tools</b>		<b>Blackening Salts for Metals</b>	
Peabody Engineering Corporation	Stamford	<b>Automotive Tools</b>		Enthone Inc	New Haven
<b>Aluminum Castings</b>		<b>Automotive Tools</b>		Mitchell-Bradford Chemical Co	Bridgeport
Consolidated Industries Inc	West Cheshire	<b>Automotive Tools</b>		<b>Blades</b>	
Eastern Malleable Iron Company The	Naugatuck	<b>Automotive Tools</b>		Capewell Manufacturing Company	Metal Saw
Newton-New Haven Co 688 Third Avenue	West Haven	<b>Automotive Tools</b>		Division (hack saw and band saw)	Hartford
Charles Parker Company The	Meriden	<b>Automotive Tools</b>		<b>Blankets—Automatic</b>	
<b>Aluminum Forgings</b>		<b>Automotive Tools</b>		General Electric Company	Bridgeport
Consolidated Industries Inc	West Cheshire	<b>Automotive Tools</b>		<b>Bleaching, Dyeing, Printing &amp; Finishing</b>	
Scovill Manufacturing Company	Waterbury 91	<b>Automotive Tools</b>		United States Finishing Company The (textile fabrics)	Norwich
<b>Aluminum Ingots</b>		<b>Automotive Tools</b>		<b>Blocks</b>	
Lapides Metals Corp	New Haven	<b>Automotive Tools</b>		Howard Company (cupola fire clay)	New Haven
<b>Aluminum Lasts</b>		<b>Automotive Tools</b>		<b>Blower Fans</b>	
United States Rubber Company	Shoe Hardware Division	<b>Automotive Tools</b>		Colonial Blower Company	Plainville
<b>Aluminum Paint</b>		<b>Automotive Tools</b>		Spencer Turbine Co The	Hartford
Baer Brothers	Stamford	<b>Automotive Tools</b>		<b>Blower Systems</b>	
Baer Brothers	Stamford	<b>Automotive Tools</b>		Colonial Blower Company	Plainville
<b>Aluminum—Sheets &amp; Coils</b>		<b>Automotive Tools</b>		Ripley Co	Middletown
United Smelting & Aluminum Co Inc	New Haven	<b>Automotive Tools</b>		<b>Blueprints and Photostats</b>	
<b>Ammunition</b>		<b>Automotive Tools</b>		Joseph Merritt & Co	Hartford
Remington Arms Co Inc and Peters Cartridge Div	Bridgeport	<b>Automotive Tools</b>		<b>Boilers</b>	
Winchester Repeating Arms Company Division	Olin Industries Inc	<b>Automotive Tools</b>		Bigelow Co The	New Haven
<b>Anodizing</b>		<b>Automotive Tools</b>		<b>Bolts and Nuts</b>	
Conn Metal Finishing Co	Hamden	<b>Automotive Tools</b>		Blake & Johnson Co The (nuts machine screw-bolts, stove)	Waterville
		<b>Automotive Tools</b>		Clark Brothers Bolt Co	Milldale
		<b>Automotive Tools</b>		O K Tool Co Inc The (T-Slot)	33 Hull St Shelton
		<b>Automotive Tools</b>		<b>Bonderizing</b>	
		<b>Automotive Tools</b>		Claireglo Mfg Company	Portland (Advt.)

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Scoville Mfg Co (steel, anodized aluminum)	Waterbury	American Brass Company The	Waterbury	General Electric Company	Bridgeport
<b>Box Board</b>		Bridgeport Brass Co	Bridgeport	<b>Cages</b>	
Lydall & Foulds Paper Co The	Manchester	Chase Brass & Copper Co	Waterbury	Andrew B Hendryx Co The (bird and animal)	New Haven
National Folding Box Co Inc	New Haven	Plume & Atwood Mfg Co The	Thomaston	<b>Cams</b>	
Robertson Paper Box Co	Montville	Scovill Manufacturing Company	Waterbury 91	American Cam Company Inc	Hartford
Gair Company Inc Robert	Montville	Western Brass Mills Division of	Olin Industries Inc	Hartford Special Machinery Co The	Hartford
New Haven Board and Carton Co The	New Haven	<b>Brick-Building</b>		Rowbottom Machine Company Inc	Waterbury
<b>Boxes</b>		Donnelly Brick Co The	New Britain	<b>Canvas Products</b>	
Clairglow Mfg Company (metal)	Portland	<b>Bricks-Fire</b>		F B Skiff Inc	Hartford
Connecticut Container Corporation	New Haven	Howard Company	New Haven	<b>Capacitors</b>	
Gair Company Inc Robert (corrugated and solid fibre shipping containers)	Montville	Mullite Refractories Co The	Shelton	Electro Motive Mfg Co Inc The (mica & trimmer)	Willimantic
Merriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes)	Durham	<b>Bright Wire Goods</b>		<b>Caps &amp; Closures-Metal</b>	
Warner Bros Co The (Acetate, Paper, Acetate and Paper Combinations, Counter Display, Setup)	Bridgeport	Sargent & Company (Screw Eyes, Screw Hooks, Cup Hooks, Hooks and Eyes, C H Hooks)	New Haven	American Associates Mfg Corp	Deep River
<b>Boxes and Crates</b>		<b>Broaching</b>		<b>Card Clothing</b>	
City Lumber Co of Bridgeport Inc The	Bridgeport	Hartford Special Machinery Co The	Hartford	Standard Card Clothing Co The (for textile mills)	Stafford Springs
<b>Boxes-Metal</b>		<b>Bronze Powders</b>		<b>Carpenter's Tools</b>	
Merriam Mfg Co (Bond and Security, Cash and Utility, Personal Files and Drawer Safes)	Durham	Baer Brothers	Stamford	Sargent & Company (Planes, Squares, Plumb Bobs, Bench Screws, Clamps and Saw Vises)	New Haven
<b>Boxes-Paper-Folding</b>		<b>Brooms-Brushes</b>		<b>Carpet Cushion</b>	
Atlantic Carton Corp	Norwich	Fuller Brush Co The	Hartford	Sponge Rubber Products Co Inc	Shelton
Bridgeport Paper Box Co	Bridgeport	<b>Buckles</b>		<b>Carpets and Rugs</b>	
Carpenter-Hayes Paper Box Co Inc The	East Hampton	B Schwanda & Sons	Staffordville	Bigelow-Sanford Carpet Co	Thompsonville
Curtis & Sons Inc S	Sandy Hook	G E Prentice Mfg Co The	Kensington	<b>Casters</b>	
Dowd Carton Co M S	Groton	Hawie Mfg Co The	Bridgeport	Bassick Company The (Industrial and General)	Bridgeport
Folding Cartons Incorporated (paped, folding)	Versailles	John M Russell Mfg Co Inc	Naugatuck	<b>Casters-Industrial</b>	
Gair Company Inc Robert	Portland	North & Judd Manufacturing Co	New Britain	George P Clark Co	Windsor Locks
H J Mills Inc	Bristol	Patent Button Co The	Waterbury	<b>Castings</b>	
National Folding Box Co Inc (paper folding)	New Haven	United States Rubber Company	Shoe Hardware Division	Bradley & Hubbard Mfg Co The (grey iron, brass, bronze, aluminum)	Meriden
New Haven Board and Carton Co The	New Haven	<b>Buffing Compounds</b>		Connecticut Foundry Co (grey iron)	Rocky Hill
Robertson Paper Box Co	Montville	Roberts Rouge Co The	Stratford	Connecticut Malleable Castings Co (malleable iron castings)	New Haven
Warner Bros Co The	Bridgeport	<b>Buffing &amp; Polishing Compositions</b>		Consolidated Industries Inc	West Cheshire
<b>Boxes-Paper-Setup</b>		Apothecaries Hall Co	Waterbury	Charles Parker Company The (grey iron, brass, bronze, aluminum)	Meriden
Box Shop Inc The	New Haven	Lea Mfg Co	Waterbury	Eastern Malleable Iron Company The (malleable iron, metal and alloy)	Naugatuck
Bridgeport Paper Box Co	Bridgeport	<b>Buffing Wheels</b>		Farrel-Birmingham Company Inc (Meehanite, Nodular Iron, Steel)	Ansonia
Heminway Corporation The	Waterbury	Williamsville Buff Div The	Bullard Clark Danielson	Gillette-Vibber The (grey iron, brass, bronze, aluminum, also Bronze Bushing Stocks)	New London
H J Mills Inc	Bristol	<b>Burners</b>		Plainville Casting Company (gray, alloy and high tensile irons)	Plainville
Strouse Adler Company The	New Haven	Plume & Atwood Mfg Co The (kerosene oil lighting)	Waterbury	John M Russell Mfg Co Inc (brass, bronze and aluminum)	Naugatuck
Warner Bros Co The	Bridgeport	<b>Burners-Automatac</b>		Malleable Iron Fittings Co (malleable iron and steel)	Branford
<b>Brake Cables</b>		Peabody Engineering Corporation	Stamford	McLagan Foundry Co (grey iron)	New Haven
Eis Manufacturing Co	Middletown	<b>Burners-Coal and Oil</b>		Meyer Iron and Brass Foundry Inc (grey iron)	Shelton
<b>Brake Linings</b>		Peabody Engineering Corporation (Combined)	Stamford	Newton-New Haven Co (zinc and aluminum)	688 Third Ave West Haven
Raybestos Div of Raybestos-Manhattan Inc The (automotive and industrial)	Bridgeport	<b>Burners-Gas</b>		Philbrick-Booth & Spencer Inc (grey iron)	Hartford
Russell Mfg Co The	Middletown	Peabody Engineering Corporation (Blast Furnace)	Stamford	Producto Machine Company The	Bridgeport
<b>Brake Service Parts</b>		<b>Burners-Gas and Oil</b>		Scovill Manufacturing Company (Brass & Bronze)	Waterbury 91
Eis Manufacturing Co	Middletown	Peabody Engineering Corporation (Combined)	Stamford	Sessions Foundry Co The (grey iron)	Bristol
<b>Brass &amp; Bronze</b>		<b>Burners-Refinery</b>		Turner & Seymour Mfg Co The (gray iron, semi steel and alloy)	Torrington
American Brass Co The (sheet, wire, rods, tubes)	Waterbury	Peabody Engineering Corporation (For Gas and Oil)	Stamford	Union Mfg Co (grey iron & semi steel)	New Britain
Bridgeport Brass Company (sheet, rod, wire and tubing)	Bridgeport	<b>Burnishing</b>		Waterbury Foundry Company The (highway & sash weights)	Waterbury
Bristol Brass Corp The (sheet, wire, rods)	Bristol	Abbott Ball Co The (Burnishing Barrells and Burnishing Media)	Hartford	Wilcox Crittenden & Co Inc (gray iron and brass)	Middletown
Chase Brass & Copper Co	Waterbury	<b>Burs</b>		<b>Castings-Investment</b>	
Miller Company The (phosphor bronze and brass in sheets, strips, rolls)	Meriden	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Arwood Precision Casting Corp	Groton
Plume & Atwood Mfg Co The (sheet, wire, rod)	Thomaston	<b>Buttons</b>		<b>Castings-Permanent Mould</b>	
Scovill Manufacturing Company	Waterbury 91	B Schwanda & Sons	Staffordville	Bradley & Hubbard Mfg Co The (zinc and aluminum)	Meriden
Tinsheet Metals Co The (sheets and rolls)	Waterbury	Frank Parizek Manufacturing Co The	Putnam	Charles Parker Company The	Meriden
Western Brass Mills Division of Olin Industries Inc (sheet, strip)	New Haven	Patent Button Co The	Waterbury	<b>Cements-Refractory</b>	
<b>Brass &amp; Bronze Ingot Metal</b>		Scovill Manufacturing Company (Uniform and Tack Fasteners)	Waterbury 91	Mullite Refractory Co The	Shelton
Plume & Atwood Mfg Co The	Thomaston	Waterbury Companies Inc (Uniform and Fancy Dress)	Waterbury	<b>Chain</b>	
Whipple and Choate Company The	Bridgeport	<b>Cabinets</b>		John M Russell Mfg Co Inc	Naugatuck
<b>Brass, Bronze, Aluminum Castings</b>		Charles Parker Co The (medicine)	Meriden	Turner & Seymour Mfg Co The (weldless, sash, jack, safety, furnace, universal, lion and cable)	Torrington
Charles Parker Company The	Meriden	<b>Cabinet Work</b>		<b>Chain-Power Transmission and Conveying</b>	
Victors Brass Foundry Inc	Guilford	Hartford Builders Finish Co	Hartford	Whitney Chain Company	Hartford
<b>Brass Goods</b>		<b>Cable-Asbestos Insulated</b>		<b>Chain-Welded and Weldless</b>	
American Associates Mfg Corp	Deep River	Rockbestos Products Corp	New Haven	Bridgeport Chain & Mfg Co	Bridgeport
American Brass Company The	Waterbury	<b>Cable-BX Armored</b>		<b>Chain-Bead</b>	
Plume & Atwood Mfg Co The (to order)	Waterbury	General Electric Company	Bridgeport	Auto-Swage Products Inc	Shelton
Rostand Mfg Co The (Ecclesiastical Brass Ware)	Milford	<b>Cable-Nonmetallic Sheathed</b>		Bead Chain Mfg Co The	Bridgeport
Scovill Manufacturing Company (to order)	Waterbury 91	General Electric Company	Bridgeport	<b>Chairs</b>	
Western Brass Mills Division of Olin Industries Inc (to order)	New Haven			The Hitchcock Chair Company	Riverton (Advt.)



# IT'S MADE IN CONNECTICUT

<b>Chemical Manufacturing</b>		<b>Cones</b>		<b>Couplings—Self-Sealing</b>	
Carwin Company The	North Haven	Sonoco Products Co (Climax-Lowell Div)	Mystic	Sperry Products Inc	Danbury
<b>Chemicals</b>		<b>Consulting Engineers</b>		<b>Cranes and Conveyors</b>	
American Cyanamid Company	Waterbury	Stanley P Rockwell Co Inc The (Consulting)	Hartford	I-B Engineering Sales Co	New Haven
Apothecaries Hall Co	Waterbury	296 Homestead Ave		<b>Crushers</b>	
Carwin Company The	North Haven	<b>Continuous Mill Gages</b>		Farrel-Birmingham Company Inc (Stone and Ore)	(Stone and Ansonia)
Edcan Laboratories	South Norwalk	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	<b>Cups—Paper</b>	
Macalaster Bicknell Company	New Haven	<b>Contract Machining</b>		American Paper Goods Company The ("Puritan")	The ("Puritan") Kensington
MacDermid Incorporated	Waterbury	Malleable Iron Fittings Company	Branford	<b>Cushioning for Packaging</b>	
Naugatuck Chemical Division	United States	<b>Contract Manufacturers</b>		Gilman Brothers Co The	Gilman
Rubber Co	Naugatuck	American Associates Mfg Corp (metal stampings & assemblies)	Deep River	<b>Cut Stone</b>	
New England Lime Company	Canaan	Greist Mfg Co The (metal parts and assemblies)	New Haven	Dextone Co The	New Haven
Pfizer & Co Inc Chas	Groton	503 Blake St		<b>Cutters</b>	
<b>Chemicals—Agriculture</b>		Merriam Mfg Co (production runs—metal boxes and containers to specifications)	Durham	Barnes Tool Company The (pipe cutters, hand)	New Haven
Naugatuck Chemical Division	United States	Plume & Atwood Mfg Co The (metal parts & assemblies)	Waterbury	Mitrametric Co The (ground pinion)	Torrington
Rubber Co	Naugatuck	Scovill Manufacturing Company (metal parts and assemblies)	Waterbury 91	O K Tool Co Inc The (inserted tooth milling)	Shelton
<b>Chemicals—Rubber</b>		J H Sessions & Son	Bristol	Pratt & Whitney Div Niles-Bement-Pond Co (Milling Cutters all types)	West Hartford
Robert J King Company Inc The	Norwalk	<b>Controllers</b>		<b>Decorative Plating and Polishing</b>	
<b>Christmas Light Clips</b>		Bristol Company The	Waterbury	City Plating Works Inc	Bridgeport
Foursome Manufacturing Co	Bristol	Manning Maxwell & Moore Inc	Stratford	<b>Delayed Action Mechanism</b>	
<b>Chromium Plating</b>		<b>Conveyor Systems</b>		M H Rhodes Inc	Hartford
American Associates Mfg Corp	Deep River	Leeds Electric & Mfg Co The	East Haven	R W Cramer Company Inc The	Centerbrook
Chromium Corp of America	Waterbury	Production Equipment Co	Meriden	<b>Deminerallizers</b>	
Chromium Process Company The	Shelton	<b>Copper</b>		Crystal Research Laboratories	Hartford
City Plating Works Inc	Bridgeport	American Brass Corp The (sheet, wire, rods, tubes)	Waterbury	<b>Diamonds—Industrial</b>	
<b>Chucks</b>		Bridgeport Brass Company (sheet, rod, wire and tubing)	Bridgeport	Diamond Tool and Die Works	Hartford
Cushman Chuck Co The	Hartford	Bristol Brass Corp The (steel)	Bristol	<b>Dictating Machines</b>	
Jacobs Manufacturing Co The	West Hartford	Chase Brass & Copper Co (sheet, rod, wire tube)	Waterbury	Dictaphone Corporation	Bridgeport
<b>Chucks &amp; Face Plate Jaws</b>		Thinsheet Metals Co The (sheets and rolls)	Waterbury	Gray Manufacturing Company The	Hartford
Union Mfg Co	New Britain	Western Brass Mills Division of	Olin Industries Inc (sheet, strip)	Soundscriber Corporation The	New Haven
<b>Chucks—Power Operated</b>		<b>Copper Sheets</b>		<b>Die Castings</b>	
Cushman Chuck Co The	Hartford	American Brass Company The	Waterbury	Newton-New Haven Co Inc	New Haven
Union Manufacturing Company	New Britain	New Haven Copper Co The	Seymour	<b>Die Casting Dies</b>	
<b>Clay</b>		<b>Copper Shingles</b>		ABA Tool & Die Co	Manchester
Howard Company (Fire Howard "B" and High Temperature Dry)	New Haven	New Haven Copper Co The	Seymour	Parker Stamp Works Co The	Hartford
<b>Cleaning Compounds</b>		<b>Copper Water Tube</b>		Weimann Bros Mfg Co The	Derby
Enthone Inc (Industrial)	New Haven	American Brass Company The	Waterbury	<b>Die Castings (Aluminum &amp; Zinc)</b>	
<b>Cleaning Compounds</b>		Bridgeport Brass Co	Bridgeport	Stewart Die Casting Div	Warner
MacDermid Incorporated	Waterbury	<b>Cords—Asbestos</b>		Corp	Bridgeport
<b>Clock Mechanisms</b>		General Electric Company	Bridgeport	<b>Die Castings—Zinc</b>	
Lux Clock Mfg Co The	Waterbury	<b>Cords—Braided</b>		Charles Parker Company The	Meriden
<b>Clocks</b>		General Electric Company	Bridgeport	<b>Die-Heads—Self Opening</b>	
E Ingraham Co The	Bristol	<b>Cords—Heater</b>		Eastren Machine Screw Corp The	Truman & Barclay Sts New Haven
Seth Thomas Clocks	Thomaston	<b>Cords—Portable</b>		<b>Die Polishing Machinery</b>	
United States Time Corporation The	Waterbury	General Electric Company	Bridgeport	Hartford Special Machinery Co The	Hartford
<b>Clocks—Alarm</b>		<b>Cord Sets</b>		<b>Die Sets</b>	
Lux Clock Mfg Co The	Waterbury	Seeger-Williams Inc	Bridgeport	Pratt & Whitney Div Niles-Bement-Pond Co (Precision)	West Hartford
<b>Clocks—Automatic Cooking</b>		<b>Cord Sets—Electric</b>		Producto Machine Company The	Bridgeport
Lux Clock Mfg Co The	Waterbury	General Electric Company	Bridgeport	Union Mfg Co (precision, steel and semi-steel)	New Britain
<b>Clutches</b>		<b>Cork Cots</b>		<b>Dies</b>	
Snow-Nabstedt Gear Corp The	New Haven	Sonoco Products Co (Climax-Lowell Div)	Mystic	Hoggson & Pettis Mfg Co The	141 Brewery St New Haven
<b>Clutch Facings</b>		<b>Corrugated Box Manufacturers</b>		Mitrametric Co The (ground for gears)	Torrington
Russell Mfg Co The	Middletown	Connecticut Container Corporation	New Haven	Parker Stamp Works Inc The (plastics and die castings)	Hartford
<b>Clutch—Friction</b>		Connecticut Corrugated Box Div	Robert Gair Co Inc Portland	Pratt & Whitney Div Niles-Bement-Pond Co (Monocone and Ducone Dies)	West Hartford
Raybestos Div of Raybestos-Manhattan Inc The (clutch facings—molded, woven, fabric, metallic)	Bridgeport	D L & D Container Corp	87 Shelton Ave New Haven	<b>Die Sinks</b>	
<b>Coils—Electric</b>		<b>Cosmetic Containers</b>		Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford
Bittermann Electric Company	Canaan	Evelet Specialty Co The	Waterbury	<b>Dies and Die Sinking</b>	
<b>Coils—Pipe or Tube</b>		Plume & Atwood Mfg Co The (metal)	Waterbury	Consolidated Industries	West Cheshire
National Pipe Bending Co The	160 River St New Haven	<b>Cosmetics</b>		<b>Dish Drying Machines</b>	
Whitlock Manufacturing Co The	Hartford	J B Williams Co The	Glastonbury	Colt's Manufacturing Company	Hartford
<b>Coin Tokens</b>		Northam Warren Corporation	Stamford	<b>Dish Washing Machines</b>	
Waterbury Companies Inc	Waterbury	<b>Cotton and Asbestos Wicking</b>		Colt's Manufacturing Company	Hartford
<b>Commercial Heat Treating</b>		Bland Burner Co The	Hartford	<b>Displays—Metal</b>	
A F Holden Company The	52 Richard St West Haven	<b>Cotton Yarn</b>		Merriam Mfg Co (Contract Work to Individual Specifications)	Durham (Advt.)
<b>Commercial Truck Bodies</b>		Floyd Cranska Co The	Moosup		
Metropolitan Body Company	Bridgeport	<b>Counting Devices</b>			
<b>Comparators</b>		Veeder-Root Inc	Hartford		
Pratt & Whitney Div Niles-Bement-Pond Co (Electro-limit and Air-O-Limit)	West Hartford				
<b>Compressors</b>					
Norwalk Company Inc (high pressure air and gas)	South Norwalk				
<b>Concrete Products</b>					
Plasticrete Corp	Hamden				

# I T ' S M A D E I N C O N N E C T I C U T

<b>Door Closers</b>		<b>Electric Switches</b>		<b>Envelopes—Stock and Special</b>	
P & F Corbin Division The American Hardware Corp	New Britain	Arrow-Hart & Hegeman Electric Co The	Hartford	American Paper Goods Company The	Kensington
Sargent & Company	New Haven	General Electric Company	Bridgeport		
Yale & Towne Mfg Co The	Stamford				
<b>Dowel Pins</b>		<b>Electric Time Controls</b>		<b>Extractors—Tap</b>	
Allen Manufacturing Co The	Hartford	R W Cramer Company Inc The	Centerbrook	Walton Company The	West Hartford
Holo-Krome Screw Corp The	West Hartford				
<b>Drafting Accessories</b>		<b>Electric Timers</b>		<b>Eyelets</b>	
Joseph Merritt & Co	Hartford	Sessions Clock Co The	Forestville	American Brass Company The	Waterbury
				Platt Bros & Co The P O Box 1030	Waterbury
<b>Drilling Machines</b>		<b>Electric Timing Motors</b>		Plume & Atwood Mfg Co The	Waterbury
Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Sessions Clock Co The (small)	Forestville	Scovill Manufacturing Company	Waterbury 91
(Deep Hole)					
<b>Drilling and Tapping Machinery</b>		<b>Electric Wire</b>		<b>Eyelets, Ferrules and Wiring Terminals</b>	
Hartford Special Machinery Co The	Hartford	General Electric Company	Bridgeport	American Brass Company The	Waterbury
		Rockbestos Products Corp (asbestos insulated)	New Haven	Waterbury Companies Inc	Waterbury
<b>Drop Forgings</b>		<b>Electric Wiring Devices</b>		<b>Eyelet Machine Products</b>	
Atwater Mfg Co	Plantsville	Arrow-Hart & Hegeman Electric Co The	Hartford	Ball & Socket Mfg Co The	West Cheshire
Blakeslee Forging Company The	Plantsville	General Electric Company	Bridgeport	American Brass Company The	Waterbury
Bridgeport Hdwe Mfg Corp The	Hartford				
Capewell Mfg Company	Hartford	<b>Electrical Circuit Breakers</b>		<b>Fabricated Alloys</b>	
Consolidated Industries	West Cheshire	Federal Electric Products Co Inc	Hartford	Rolock Inc (Heat Treating, Finishing)	Fairfield
Wilcox Crittenden & Co Inc	Middletown				
<b>Druggists' Rubber Sundries</b>		<b>Electrical Conduit Fittings &amp; Grounding Specialties</b>		<b>Fancy Dress Buttons and Buckles</b>	
Seamless Rubber Company The	New Haven	Gillette-Vilber Company The	New London	Waterbury Companies Inc	Waterbury
<b>Duplicating Machines—Automatic</b>		<b>Electrical Control Apparatus</b>		<b>Fans—Electric</b>	
Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford	Federal Electric Products Co Inc	Hartford	General Electric Company	Bridgeport
<b>Elastic Webbing</b>		<b>Electrical Goods</b>		<b>Fasteners—Slide &amp; Snap</b>	
Russell Mfg Co The	Middletown	A C Gilbert Co	New Haven	G E Prentice Mfg Co The	Kensington
				Scovill Manufacturing Company (snap and slide fasteners)	Waterbury 91
<b>Electric Cables</b>		<b>Electrical Motors</b>		<b>Felt</b>	
Rockbestos Products Corp (asbestos insulated)	New Haven	U S Electrical Motors Inc	Milford	Auburn Manufacturing Company The (mechanical, cut parts)	Middletown
				Dryor Felt Company (paper makers and industrial)	Staffordville
<b>Electric Clocks</b>		<b>Electrical Outlet and Switch Boxes, and Covers</b>		<b>Felt—All Purpose</b>	
Sessions Clock Co The (alarm, kitchen, occasional and office)	Forestville	General Electric Company	Bridgeport	American Felt Co (Mill & Cutting Plant)	Glenville
				Chas W House & Sons Inc (Mills & Cutting Plant)	Unionville
<b>Electric—Commutators &amp; Segments</b>		<b>Electrical Recorders</b>		<b>Fenders—Boat</b>	
Cameron Elec Mfg Co The (rewinding motors)	Ansonia	Bristol Co The	Waterbury	Sponge Rubber Products Co Inc	Shelton
		Allied Control Co	Plantsville		
<b>Electric Cord Springs</b>		<b>Electrical Relays and Controls</b>		<b>Fibre Board</b>	
Bristol Spring Manufacturing Co	Plainville	Wiremold Co The	Hartford	Case Brothers Inc	Manchester
				C H Norton Co The	North Manchester
<b>Electric Cords</b>		<b>Electronics</b>		Rogers Corporation (Specialty)	Manchester
General Electric Company	Bridgeport	Gray Manufacturing Company The	Hartford	Stevens Paper Mills Inc The	Windsor
Rockbestos Products Corp (asbestos insulated)	New Haven	Ripley Co	Middletown		
		Sturup Larrabee & Warmers Inc	Middletown	<b>Finger Nail Clippers</b>	
<b>Electric Eye Control</b>		<b>Electroplating</b>		H C Cook Co The	32 Beaver St Ansonia
United Cinephone Corporation	Torrington	American Associates Mfg Corp	Deep River		
		National Sherardizing & Machine Co	Hartford	<b>File Cards</b>	
<b>Electric Fixture Wire</b>		Waterbury Plating Company	Waterbury	Standard Card Clothing Co The	Stafford Springs
General Electric Company	Bridgeport				
Rockbestos Products Corp (asbestos insulated)	New Haven	<b>Electroplating—Equipment &amp; Supplies</b>		<b>Films</b>	
		Enthone Inc	New Haven	Cine-Video Productions Inc	Milford
<b>Electric Hand Irons</b>		Lea Manufacturing Co The	Waterbury		
Winsted Hardware Mfg Co (trade mark "Durable")	Winsted	MacDermid Incorporated	Waterbury	<b>Firearms</b>	
				Colt's Manufacturing Company	Hartford
<b>Electric Insulation</b>		<b>Electroplating Processes &amp; Supplies</b>		Marlin Firearms Co The	New Haven
Case Brothers Inc	Manchester	Enthone Inc	New Haven	O F Mosberg & Sons Inc	New Haven
Rogers Corporation The	Manchester	United Chromium Incorporated	Waterbury	Remington Arms Company Inc	Bridgeport
Stevens Paper Mills Inc The	Windsor			Winchester Repeating Arms Company Division	New Haven
		<b>Electrotypes</b>		Olin Industries Inc	New Haven
<b>Electric Lighting Fixtures</b>		Barnum-Hayward Electrotype Co Inc	New Haven	<b>Fire Hose</b>	
Fau-Craft Mfg Co (residential, church, post lanterns)	Plainville	New Haven Electrotype Div	Electrographic New Haven	Fabrics Fire Hose (municipal and industrial)	Sandy Hook
Plume & Atwood Mfg Co The	Waterbury	Corp			
Wasley Products Inc	Plainville			<b>Fireplace Goods</b>	
		<b>Elevators</b>		American Windshield & Specialty Co The	Milford
<b>Electric Motor Controls</b>		Eastern Machinery Co The (passenger and freight)	New Haven	881 Boston Post Road	
Arrow-Hart & Hegeman Electric Co The	Hartford	General Elevator Service Co	Hartford	John P Smith Co The (screens)	423-33 Chapel St New Haven
<b>Electrical Outlet and Switch Boxes, and Covers</b>		<b>Enameling</b>		<b>Fireproof Floor Joists</b>	
General Electric Company	Bridgeport	Conn Metal Finishing Co	Hamden	Dextone Co The	New Haven
		Waterbury Plating Company	Waterbury		
<b>Electric Panel Boards</b>		<b>Enameling and Finishing</b>		<b>Fireworks</b>	
Federal Electric Products Co Inc	Hartford	Claiglow Mfg Co	Portland	M Backes' Sons Inc	Wallingford
<b>Electric Safety Switches</b>		<b>Enamels</b>		<b>Fishing Tackle</b>	
Federal Electric Products Co Inc	Hartford	Baer Brothers	Stamford	Bevin-Wilcox Line Co The (lines)	East Hampton
				H C Cook Co The 32 Beaver St	Ansonia
<b>Electric Shavers</b>		<b>End Milling Cutters</b>		Horton Mfg Co The (reels, rods, lines)	Bristol
Schick Incorporated	Stamford	Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford		
				<b>Flashlights</b>	
<b>Electric Signs</b>		<b>Engines</b>		Bond Electric Corporation Division of Olin Industries Inc	New Haven
Berger Sign Co	Hartford	Pratt & Whitney Aircraft Div	United Aircraft East Hartford	Bridgeport Metal Goods Mfg Co	Bridgeport
United Advertising Corp	New Haven	Wolverine Motor Works Inc (diesel stationary marine)	Bridgeport	Winchester Repeating Arms Company Division	New Haven
				Olin Industries Inc	New Haven
		<b>Envelopes</b>		<b>Flat Springs</b>	
		Curtis 1000 Inc	Hartford	Bristol Spring Manufacturing Co	Plainville
		United States Envelope Company	Hartford		
		Hartford Division	Hartford	<b>Flexible Shaft Machines</b>	
				Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford (Advt.)

# IT'S MADE IN CONNECTICUT

**Floor & Ceiling Plates**  
Beaton & Cadwell Mfg Co The New Britain

**Fluorescent Lighting Equipment**  
Vanderman Manufacturing Co The Willimantic  
Wiremold Company The Hartford

**Food Mixing Machines**  
Colt's Manufacturing Company Hartford

**Forgings**  
Clark Brothers Bolt Co Milldale  
Consolidated Industries Inc West Cheshire  
Heppenstall Co (all kinds and shapes) Bridgeport  
Scovill Manufacturing Company (Non-ferrous) Waterbury 91

**Foundries**  
Connecticut Malleable Castings Co (malleable iron castings) New Haven  
Farrel-Birmingham Company Inc (Iron and Steel) Ansonia  
Charles Parker Company The (iron, brass, bronze, aluminum) Meriden  
Plainville Casting Company (gray, alloy and high tensile irons) Plainville  
Product Machine Company The Bridgeport  
Sessions Foundry Co The (iron) Bristol  
Stonington Div of Emhart Manufacturing Co Stonington  
Union Mfg Co (gray iron & semi steel) New Britain  
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze) Middletown

**Foundry Riddles**  
John P Smith Co The 423-33 Chapel St New Haven  
Rolock Inc (brass, galvanized steel) Fairfield

**Fuel Oil Pump and Heater Sets**  
Peabody Engineering Corporation Stamford

**Furnaces**  
Norwalk Airconditioning Corp The (warm air oil fired) South Norwalk

**Furnace Linings**  
Mullite Refractories Co The (refractories, super refractories) Shelton

**Fuses—Plug and Cartridge**  
General Electric Company Bridgeport

**Gage Blocks**  
Pratt & Whitney Div Niles-Bement-Pond Co (Alloy steel and Carbide, Iloke and USA) West Hartford

**Galvanizing**  
Malleable Iron Fittings Co Branford  
Wilcox Crittenden & Co Inc Middletown

**Galvanizing & Electrical Plating**  
Gillette-Vibber Co The New London

**Gaskets**  
Auburn Manufacturing Company The (from all materials) Middletown  
Raybestos Div of Raybestos-Manhattan Inc The Bridgeport  
Tsingria Die Cutting Corp (from all materials) Waterbury

**Gas Range Conversion Burner**  
Holyoke Heater Corp of Conn., Inc Hartford  
**Gas Scrubbers, Coolers and Absorbers**  
Peabody Engineering Corporation Stamford

**Gauges**  
Bristol Co The (pressure and vacuum—recording automatic control) Waterbury  
Helicoid Gage Division American Chain & Cable Co The (pressure and vacuum) Bridgeport  
Manning Maxwell & Moore Inc Stratford  
Pratt & Whitney Div Niles-Bement-Pond Co (Precision Measurement, all types) West Hartford

**Gears**  
Mitrametric Co The (blanked fine pitch) Torrington

**Gears and Gear Cutting**  
Farrel-Birmingham Company Inc Ansonia  
Hartford Special Machinery Co The Hartford

**Glass Blowing**  
Macalaster Bicknell Company New Haven

**Glass Cutters**  
Fletcher-Terry Co The Forestville

**Glass Making Machinery**  
Hartford-Empire Company Div of Emhart Manufacturing Co Hartford

**Golf Equipment**  
Horton Mfg Co The (clubs, shafts, balls, bags) Bristol

**Greeting Cards**  
A D Steinbach & Sons Inc New Haven

**Grinding**  
Centerless Grinding Co Inc The (Precision custom grinding; centerless, cylindrical, surfaces, internal and special) Bridgeport  
19 Staples St Bridgeport  
Farrel-Birmingham Company Inc (Roll and Cylindrical) Ansonia  
Hartford Special Machinery Co The (gears, threads, cams and splines) Hartford

**Grinding Heads—Internal**  
Pratt & Whitney Div Niles-Bement-Pond Co (Pneumatic, High Speed) West Hartford

**Grinding Machines**  
Farrel-Birmingham Company Inc (Roll) Ansonia  
Pratt & Whitney Div Niles-Bement-Pond Co (Surface, Die, Gear and Cutter Grinders) West Hartford  
Rowbottom Machine Company Inc (cam) Waterbury

**Grommets**  
American Brass Company The Waterbury  
Plume & Atwood Mfg Co The Waterbury

**Guards for Machinery**  
Wheeler Co The G E New Haven

**Hack and Band Saw Blades**  
Capewell Manufacturing Co The Hartford

**Hand Tools**  
Bridgeport Hdwe Mfg Corp The (nail pullers, scout axes, box opening tools, saws, coping saws, putty knives) Bridgeport  
James J Ryan Tool Works The (screwdrivers, machinists' punches, cold chisels, scratch awls and nail sets) Southington

**Hard Chrome**  
City Plating Works Inc Bridgeport

**Hardness Testers**  
Wilson Mechanical Instrument Div American Chain & Cable Company Inc Bridgeport

**Hardware**  
Bassick Company The (Automotive) Bridgeport  
Harloc Products Corp New Haven  
P & F Corbin Division The American Hardware Corp (builders) New Britain  
Sargent & Company New Haven  
Wilcox Crittenden & Co Inc (marine heavy and industrial) Middletown  
Yale & Towne Mfg Co The Stamford

**Hardware—Marine & Bus**  
Rostand Mfg Co The Milford

**Hardware—Trailer Cabinet**  
Excelsior Hardware Co The Stamford

**Hardware, Trunk & Luggage**  
J H Sessions & Son Bristol  
Yale & Towne Mfg Co The Stamford

**Hat Machinery**  
Doran Bros Inc Danbury

**Health Surgical & Orthopedic Supports**  
Berger Brothers Company The (custom made for back, breast, and abdomen) New Haven

**Heat Exchangers**  
Whitlock Manufacturing Co The Hartford

**Heat Elements**  
Safeway Heat Elements Inc (woven wire resistance type) Middletown

**Heat Treating**  
A F Holden Co The 52 Richard St West Haven  
Bennett Metal Treating Co The Elmwood  
1045 New Britain Ave  
New Britain-Gridley Machine Division  
The New Britain Machine Co New Britain  
Stanley P Rockwell Co Inc The Hartford  
296 Homestead Ave

**Heat-Treating Equipment**  
Bauer & Company Hartford  
A F Holden Company The 52 Richard Street West Haven (Main Plant)  
Autoyre Company The Oakville  
Rolock Inc (Baskets, Muffles, etc.) Fairfield  
Stanley P Rockwell Co Inc The (commercial) Hartford  
296 Homestead Ave  
Wallace Barnes Co The Div Associated Spring Corp Bristol

**Heat Treating Salts and Compounds**  
A F Holden Company The 52 Richard Street West Haven  
Mitchell-Bradford Chemical Co Bridgeport

**Heating and Cooling Coils**  
G & O Manufacturing Co New Haven

**Heavy Chemicals**  
Naugatuck Chemical Division United States Rubber Co (sulphuric, nitric and muriatic acids and aniline oil) Naugatuck

**Hex-Socket Screws**  
Bristol Company The Waterbury  
Holo-Krome Screw Corp The West Hartford

**Highway Guard Rail Hardware**  
Malleable Iron Fittings Co Branford

**Hinges**  
Homer D Bronson Company Beacon Falls

**Hobs and Hobblings**  
ABA Tool & Die Co Manchester  
Pratt & Whitney Div Niles-Bement-Pond Co (Die and Thread Milling) West Hartford

**Holsts**  
J-B Engineering Sales Co New Haven

**Holsts and Trolleys**  
Union Mfg Company New Britain

**Home Laundry Equipment**  
General Electric Company Bridgeport

**Hose—Flexible Metallic**  
American Brass Co  
American Metal Hose Branch Waterbury

**Hose Supporter Trimmings**  
Hawie Mfg Co The (So-Lo Grip Tabs) Bridgeport

**Hospital Signal Systems**  
Conn Telephone & Electric Corp Subsidiary of Great American Industries Inc Meriden

**Hydraulic Brake Fluids**  
Eis Manufacturing Co Middletown

**Hydraulic Controls**  
Sperry Products Inc Danbury

**Hypodermic Needles**  
Roehr Products Company Waterbury

**Inductors**  
C G S Laboratories Inc Stamford

**Industrial Finishes**  
Atlas Powder Co Zapon Div Stamford  
Chemical Coatings Corporation Rocky Hill  
United Chromium Incorporated Waterbury

**Industrial and Masking Tapes**  
Seamless Rubber Company The New Haven

**Industrial Tools—Powder Actuated**  
Remington Arms Company Inc Bridgeport

**Infra-Red Equipment**  
Leeds Electric and Mfg Co The Hartford

**Insecticides**  
American Cyanamid Company Waterbury

**Insecticide Bomb**  
Bridgeport Brass Company (Aer\*a\*sol) Bridgeport

**Insulated Wire & Cable**  
General Electric Company Bridgeport  
Kerite Company The Seymour

**Insulated Wire & Cable Machinery**  
Davis Electric Company Wallingford

**Instruments**  
Bristol Company The Waterbury  
J-B-T Instruments Inc (Electrical and Temperature) New Haven  
Manning Maxwell & Moore Inc Stratford

**Pratt & Whitney Div Niles-Bement-Pond Co (Precision Measuring)** West Hartford

**Insulation**  
Gilman Brothers Co The Gilman (Adv.)

# IT'S MADE IN CONNECTICUT

**Inter-Communications Equipment**  
Conn Telephone & Electric Corp Subsidiary of  
Great American Industries Inc Meriden

**Interval Timers**  
Lux Clock Manufacturing Company Waterbury  
Rhodes Inc M H Hartford

**Ironing Machines—Electric**  
General Electric Company Bridgeport

**Jacquard**  
Case Brothers Inc Manchester

**Japanning**  
J H Sessions & Son Bristol

**Jig Borer**  
Moore Special Tool Co (Moore) Bridgeport  
Pratt & Whitney Div Niles-Bement-Pond Co  
West Hartford

**Jig Grinder**  
Moore Special Tool Co (Moore) Bridgeport

**Jointing**  
Raybestos Div of Raybestos-Manhattan Inc The  
(compressed sheets) Bridgeport

**Keller Machines**  
Pratt & Whitney Div Niles-Bement-Pond Co  
West Hartford

**Key Blanks**  
Sargent & Company New Haven  
Yale & Towne Mfg Co The Stamford

**Labels**  
J & J Cash Inc (Woven) South Norwalk  
Naugatuck Chemical Division United States  
Rubber Co (for rubber articles) Naugatuck

**Label Moisteners**  
Better Packages Inc Shelton

**Laboratory Equipment**  
Eastern Industries Inc New Haven

**Laboratory Supplies**  
Macalaster Bicknell Company New Haven

**Laces**  
Wilcox Lace Corporation The Middletown

**Laces and Nettings**  
Wilcox Lace Corporation The Middletown

**Lacquers & Synthetic Enamels**  
Atlas Powder Co Zapon Div Stamford  
Baer Brothers Stamford  
Chemical Coatings Corporation Rocky Hill  
United Chromium Incorporated Waterbury

**Ladders**  
A W Flint Co 196 Chapel St New Haven

**Lamps**  
Plume & Atwood Mfg Co The (metal oil) Waterbury

**Lampholders—Incandescent and Fluorescent**  
General Electric Company Bridgeport

**Lamp Shades**  
Verplex Company The Essex

**Lathes—Contin-U-Matic**  
Bullard Company The (vertical multi-spindle-  
continuous turning type) Bridgeport

**Lathes—30H Man-Au-Trol**  
Bullard Company The (horizontal 3 spindle) Bridgeport

**Lathes—Mult-Au-Matic**  
Bullard Company The (vertical multi-spindle-  
indexing type) Bridgeport

**Lathes—Toolroom and Automatic**  
Pratt & Whitney Div Niles-Bement-Pond Co  
West Hartford

**Lathes—Vertical Turret**  
Bullard Company The (single spindle) Bridgeport

**Laundry Roll Covers**  
Atlas Powder Co Zapon Div Stamford

**Lead Plating**  
Christie Plating Co The Groton

**Leather**  
Herman Roser & Sons Inc (Genuine Pigskin) Glastonbury

**Leather Dog Furnishings**  
Andrew B Hendryx Co The New Haven  
The Smith-Worthington Saddlery Co Hartford

**Leather Goods Trimmings**  
G E Prentice Mfg Co The Kensington

**Leather, Mechanical**  
Auburn Manufacturing Company The (pack-  
ings, cubs, washers, etc) Middletown

**Letterheads**  
Lehman Brothers Inc (designers, engravers,  
lithographers) New Haven

**Lighting Accessories—Fluorescent**  
General Electric Company Bridgeport

**Lighting Equipment**  
Miller Co The (Miller, Duplexalite, Ivanhoe) Meriden  
United Manufacturing Co New Haven

**Lime**  
New England Lime Company Canaan

**Lipstick Containers**  
Bridgeport Metal Goods Mfg Co Bridgeport

**Lithographers**  
O'Toole & Sons Inc T Stamford

**Lithographing**  
Kellogg & Bulkeley A Division of Connecticut  
Printers Inc Hartford  
Lehman Brothers Inc New Haven  
A D Steinbach & Sons New Haven

**Locks—Banks**  
Yale & Towne Mfg Co The Stamford

**Locks—Builders**  
Eagle Lock Co The Terryville  
P & F Corbin Division The American Hard-  
ware Corp New Britain  
Sargent & Company New Haven  
Yale & Towne Mfg Co The Stamford

**Locks—Cabinet**  
Eagle Lock Co The Terryville  
Excelsior Hardware Co The Stamford  
Yale & Towne Mfg Co The Stamford

**Locks—Special Purpose**  
Eagle Lock Co The Terryville  
Yale & Towne Mfg Co The Stamford

**Locks—Suitcase**  
Eagle Lock Co The Terryville

**Locks—Suit-Case and Trimmings**  
Excelsior Hardware Co The Stamford

**Locks—Trunk**  
Eagle Lock Co The Terryville  
Excelsior Hardware Co The Stamford  
Yale & Towne Mfg Co The Stamford

**Locks—Zipper**  
Excelsior Hardware Co The Stamford

**Loom—Non-Metallic**  
Wiremold Company The Hartford

**Lumber & Millwork Products**  
City Lumber Co of Bridgeport Inc Bridgeport

**Machetes**  
Collins Company The Collinsville

**Machine Design**  
Black Rock Mfg Company The Bridgeport

**Machine Tools**  
Bullard Company The Bridgeport  
Pratt & Whitney Div Niles-Bement-Pond Co  
West Hartford  
Producto Machine Company The Bridgeport

**Machine Work**  
Black Rock Mfg Company The Bridgeport  
Farrel-Birmingham Company Inc Ansonia  
Fenn Manufacturing Company The (precision  
parts) Hartford  
Hartford Special Machinery Co The (contract  
work only) Hartford  
National Sherardizing & Machine Co (Job) Hartford  
Parker Stamp Works Inc The (Special) Hartford

**Swan Tool & Machine Co The**  
Torrington Manufacturing Co The (special roll-  
ing mill machinery) Torrington

**Machinery**  
Fenn Manufacturing Company The (special) Hartford  
Globe Tapping Machine Company (dial type  
drilling and tapping) Bridgeport  
Hallden Machine Company The (mill) Thomaston  
Torrington Manufacturing Co The (mill) Torrington

**Machinery—Bolt and Nut**  
Waterbury Farrel Foundry & Machine Co The Waterbury

**Machinery—Cold Heading**  
Waterbury Farrel Foundry & Machine Co The Waterbury

**Machinery Dealers & Rebuilders**  
Botwinik Brothers New Haven  
J L Lucas and Son Fairfield  
State Machinery Co Inc New Haven

**Machinery—Extruding**  
Standard Machinery Co The Mystic

**Machinery—Metal-Working**  
Waterbury Farrel Foundry & Machine Co The Waterbury  
Pratt & Whitney Div Niles-Bement-Pond Co West Hartford

**Machinery—Nut**  
Waterbury Farrel Foundry & Machine Co The (forming and tapping) Waterbury

**Machinery—Screw and Rivet**  
Waterbury Farrel Foundry & Machine Co The Waterbury

**Machinery—Wire Drawing**  
Waterbury Farrel Foundry & Machine Co The Waterbury

**Machinery—Wire Straightening**  
Mettler Machine Tool Inc New Haven

**Machines**  
Campbell Machine Div American Chain & Cable  
Co Inc (cutting & nibbling) Bridgeport  
Coulter & McKenzie Machine Co The (special,  
new development engineering design and con-  
struction) Bridgeport  
Patent Button Company The Waterbury

**Machines—Automatic**  
A H Nilson Mach Co The (Special) Bridgeport

**Machines—Automatic Chucking**  
Bullard Company The Bridgeport  
New Britain-Gridley Machine Division  
The New Britain Machine Co (multiple  
spindle and double end) New Britain  
Pratt & Whitney Div Niles-Bement-Pond Co  
(Potter & Johnson) West Hartford

**Machines—Automatic Screw**  
New Britain-Gridley Machine Division  
The New Britain Machine Co (single and  
multiple spindle) New Britain

**Machines—Automatic Shaft Turning**  
Bullard Company The (30H lathe—horizontal  
3 spindle) Bridgeport

**Machines—Brushing**  
Fuller Brush Co The Hartford

**Machines—Conveyor**  
Bullard Company The (Bullard-Dunn rotary  
conveyor indexing type) Bridgeport

**Machines—Contin-U-Matic**  
Bullard Company The (vertical multi-spindle-  
continuous turning) Bridgeport

**Machines—Draw Benches**  
Fenn Manufacturing Company The Hartford

**Machines—Drill Spacing**  
Bullard Company The (Man-Au-Trol spacer—  
used in conjunction with radical drills) Bridgeport

**Machines—Drop Hammers**  
Fenn Manufacturing Company The Hartford

**Machines—Forming**  
A H Nilson Mach Co The (four-slide wire and  
ribbon stock) Bridgeport

**Machines—Mult-Au-Matic**  
Bullard Company The Bridgeport

**Machines—Paper Ruling**  
John McAdams & Sons Inc Norwalk

**Machines—Pipe & Bolt Threading**  
Capewell Mfg Co The Hartford  
(Adv.)



# I T ' S M A D E I N C O N N E C T I C U T

**Machines—Precision Boring**  
New Britain-Gridley Machine Division  
The New Britain Machine Co New Britain

**Machines—Rolling**  
Fenn Manufacturing Company The Hartford

**Machines—Slotting**  
Globe Tapping Machine Company The (High  
Production Screw Head Slotting) Bridgeport  
Waterbury Farrel Foundry & Machine Co The  
(screw head) Waterbury

**Machines—Special**  
Fuller Brush Co The Hartford

**Machines—Swaging**  
Fenn Manufacturing Company The Hartford

**Machines—Thread Rolling**  
Hartford Special Machinery Co The Hartford  
Waterbury Farrel Foundry & Machine Co The  
Waterbury

**Machines—Turks Head**  
Fenn Manufacturing Company The Hartford

**Machines—Well Drilling**  
Consolidated Industries West Cheshire

**Machines—Wire Drawing**  
Fenn Manufacturing Company The Hartford

**Mailing Machines**  
Pitney-Bowes Inc Stamford

**Manicure Instruments**  
W E Bassett Company The Derby

**Manganese Bronze Ingot**  
Whipple and Choate Company Bridgeport

**Marine Engines**  
Kilborn-Sauer Company (running lights and  
searchlights) Fairfield  
Lathrop Engine Co The Mystic

**Marine Equipment**  
Wilcox Crittenden & Co Inc Middletown

**Marine Reserve Gears**  
Snow-Nabstedt Gear Corp The New Haven

**Marking Devices**  
Hoggson & Pettis Mfg Co The New Haven  
Parker Stamp Works Inc The (steel) Hartford

**Mattresses**  
Waterbury Mattress Co Waterbury

**Mechanics Hand Tool**  
Bridgeport Hdwe Mfg Corp The (screw drivers,  
wrenches, pliers, cold chisels, hammers, auto  
repair tools) Bridgeport

**Metal Boxes and Displays**  
Durham Manufacturing Company The Durham  
Merriam Mfg Co (Bond, Security, Cash, Utility,  
Personal Files, Drawer Safes, Custombuilt  
containers and displays) Durham

**Metal Cleaners**  
Apothecaries Hall Co Waterbury  
Enthone Inc New Haven  
MacDermid Incorporated Waterbury

**Metal Cleaning Machines**  
Colt's Manufacturing Company Hartford

**Metal Finishes**  
Enthone Inc New Haven  
Mitchell-Bradford Chemical Co Bridgeport  
United Chromium Incorporated Waterbury

**Metal Finishing**  
American Associates Mfg Corp Deep River  
National Sherardizing & Machine Co Hartford  
Waterbury Plating Company Waterbury

**Metal Formings**  
Master Engineering Company West Cheshire

**Metalizing**  
Conn Metal Finishing Co Hamden

**Metal Novelties**  
H C Cook Co The 32 Beaver St Ansonia

**Metal Products—Stampings**  
American Brass Company The Waterbury  
J H Sessions & Son Bristol  
Scovill Manufacturing Company (Made-to-Order)  
Waterbury 91

**Metal Specialties**  
Excelsior Hardware Co The Stamford

**Metal Stampings**  
American Associates Mfg Corp Deep River  
American Brass Company The Waterbury  
Autoyre Co The (Small) Oakville  
Bridgeport Chain & Mfg Co Bridgeport  
DooVal Tool & Mfg Inc The Naugatuck  
Excelsior Hardware Co The Stamford  
Greist Mfg Co The 503 Blake St New Haven  
H C Cook Co The 32 Beaver St Ansonia  
Master Engineering Company West Cheshire  
J A Otterbein Company The (metal fabrications)  
Middletown  
J H Sessions & Son Bristol  
Patent Button Co The Waterbury  
G E Prentice Mfg Co The Kensington  
Plume & Atwood Mfg Co The Waterbury  
Saling Manufacturing Company Unionville  
Stanley Works The New Britain  
Swan Tool & Machine Co The Hartford  
United States Rubber Company Shoe Hardware Division Waterbury  
Verplex Company The (Contract) Essex  
Waterbury Lock & Specialty Co The Milford

**Meters—Gas**  
Sprague Meter Company Bridgeport

**Meters—Parking**  
Rhodes Inc M H Hartford

**Microscope—Measuring**  
Lundeberg Engineering Company Hartford

**Milk Bottle Carriers**  
John P Smith Co The 423-33 Chapel St  
New Haven

**Millboard**  
Raybestos Div of Raybestos-Manhattan Inc The  
(asbestos) Bridgeport

**Millwork**  
Hartford Builders Finish Co Hartford

**Milling Machines**  
Pratt & Whitney Div Niles-Bement-Pond Co  
(Keller Tracer—Controlled Milling Machines) West Hartford  
Rowbottom Machine Company Inc (cam) Waterbury

**Mill Supplies**  
Wilcox Crittenden & Co Inc Middletown

**Miniature Precision Connectors**  
Gorn Electric Co Stamford

**Minute Minders**  
Lux Clock Mfg Co The Waterbury

**Mirror Rosettes and Hangers**  
Waterbury Companies Inc Waterbury

**Mixing Equipment**  
Eastern Industries Inc New Haven

**Mops**  
Fuller Brush Co The Hartford

**Moulded Plastic Products**  
Colt's Manufacturing Company Hartford  
Patent Button Co The Waterbury  
Waterbury Companies Inc Waterbury  
Watertown Mfg Co The 117 Echo Waterbury  
Watertown

**Mouldings**  
Himmel Brothers Co The (architectural, metal  
and store front) Hamden

**Moulds**  
ABA Tool & Die Co Manchester  
Hoggson & Pettis Mfg Co The (steel) New Haven  
114 Brewery St  
Lundeberg Engineering Company (plastics) Hartford  
Parker Stamp Works Inc The (compression  
injection & transfer for plastics) Hartford  
Sessions Foundry Co The (heat resisting for  
non-ferrous metals) Bristol

**Napper Clothing**  
Standard Card Clothing Co The (for textile  
mills) Stafford Springs

**Nettings**  
Wilcox Lace Corp The Middletown

**Nickel Anodes**  
Apothecaries Hall Co Waterbury  
Seymour Mfg Co The Seymour

**Nickel Silver**  
American Brass Company The Waterbury  
Plume & Atwood Mfg Co The Thomaston  
Seymour Mfg Co The Seymour  
Waterbury Rolling Mills Inc (sheets, strips,  
rolls) Waterbury  
Western Brass Mills Division of Olin Industries Inc (sheet, strip) New Haven

**Nickel Silver Ingot**  
Whipple and Choate Company The Bridgeport

**Night Latches**  
P & F Corbin Division The American Hardware Corp New Britain  
Sargent & Company New Haven  
Yale & Towne Mfg Co Inc Stamford

**Non-ferrous Metal Castings**  
Miller Company The Meriden

**Nuts, Bolts and Washers**  
Clark Brothers Bolt Co Milldale

**Office Equipment**  
Pitney-Bowes Inc Stamford  
Underwood Corporation Bridgeport & Hartford

**Offset Printing**  
Kellogg & Bulkeley A Division of Connecticut  
Printers Inc Hartford

**Oil Burners**  
Malleable Iron Fittings Co (domestic) Branford  
Miller Company The (domestic) Meriden  
Peabody Engineering Corp (Mechanical and/or  
Steam Atomizer) Stamford  
Silent Glow Oil Burner Corp The  
1477 Park St Hartford

**Oil Burner Wicks**  
Raybestos Div of Raybestos-Manhattan Inc The  
Bridgeport

**Oil Tanks**  
Norwalk Tank Co The (550 to 30M gals, under-  
writers above and under ground) South Norwalk  
Whitlock Manufacturing Co The Hartford

**Optical Cores & Ingots**  
Plume & Atwood Mfg Co The Thomaston

**Otis Woven Awning Stripes**  
The Falls Company Norwich

**Outlets—Electric**  
General Electric Company Bridgeport

**Ovens—Electric**  
Bauer & Company Hartford

**Package Sealers**  
Better Packages Inc Shelton

**Packaging**  
Local Industries Inc (merchandising displays  
and packaging in wood) Lakeville

**Packaging Machinery**  
Colt's Manufacturing Company (box making  
machinery. Trade mark "Rite Size") Hartford  
Standard-Knapp Division of Emhart Manufacturing Co Portland

**Packing**  
Auburn Manufacturing Company The (leather,  
rubber, asbestos, fibre) Middletown  
Raybestos Div of Raybestos-Manhattan Inc The  
(rubber sheet and automotive) Bridgeport

**Pads—Office**  
The Baker Goodyear Company New Haven

**Padlocks**  
Sargent & Company New Haven  
Waterbury Lock & Specialty Co The Milford  
Yale & Towne Mfg Co Inc Stamford

**Paints**  
Baer Brothers Stamford

**Paints and Enamels**  
Staminate Corp The New Haven

**Panta**  
Moore Special Tool Co (crush wheel dresser) Bridgeport

**Paperboard**  
Gair Company Inc Robert Montville  
Robertson Paper Box Co Montville  
New Haven Board and Carton Co The  
New Haven

**Paper Boxes**  
Atlantic Carton Corp (folding) Norwich  
Gair Co Inc Robert (folding) Montville  
National Folding Box Co Inc (folding) New Haven

**Paper Boxes—Folding and Setup**  
New Haven Board and Carton Co The  
New Haven

**Paper Boxes—Folding**  
Mills Inc H J Bristol  
Robertson Paper Box Co (folding) Montville

**Paper Boxes—Folding and Setup**  
Bridgeport Paper Box Company Bridgeport  
M Backes' Sons Inc Wallingford

**Paper Clips**  
H C Cook Co The (steel) 32 Beaver St Ansonia  
(Adv.)

# I T ' S M A D E I N C O N N E C T I C U T

<b>Paper Mill Machinery</b> Farrel-Birmingham Company Inc Ansonia	<b>Paper Tubes and Cores</b> Sonoco Products Co (Climax-Lowell) Div Mystic	<b>Parallel Tubes</b> Sonoco Products Co (Climax-Lowell) Div Mystic	<b>Parkerizing</b> Clairglow Mfg Company Portland	<b>Parking Meters</b> Rhodes Inc M H Hartford	<b>Passenger Car Sander</b> Conn Telephone & Electric Corp Subsidiary of Great American Industries Inc Meriden	<b>Pattern-Makers</b> Farrel-Birmingham Company Inc Ansonia	<b>Penlights</b> Bridgeport Metal Goods Mfg Co Bridgeport	<b>Pet Furnishings</b> Andrew B Hendrix Co The New Haven	<b>Pharmaceutical Specialties</b> Ernst Bischoff Company Inc Ivoryton	<b>Phosphor Bronze</b> American Brass Company The Waterbury Miller Company The (sheets, strips, rolls) Meriden Seymour Mfg Co The Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury Western Brass Mills Division of Olin Industries Inc (sheet, strip) New Haven	<b>Phosphor Bronze Ingots</b> Whipple and Choate Company The Bridgeport	<b>Photographic Equipment</b> Kalart Company Inc Plainville	<b>Piano Repairs</b> Pratt Read & Co Inc (keys and action) Ivoryton	<b>Piano Supplies</b> Pratt Read & Co (keys and actions, backs, plates) Ivoryton	<b>Pile Fabrics</b> Sidney Blumenthal & Co Inc (For furniture, automobiles, railroads, women's wear, toys) Shelton	<b>Pins</b> CEM Company ("Spiral") Danielson	<b>Pin Up Lamps</b> Verplex Company The Essex	<b>Pipe</b> American Brass Co The (brass and copper) Waterbury Bridgeport Brass Co (brass and copper) Bridgeport Chas Brass & Copper Co (red brass and copper) Bridgeport Crane Company (fabricated) Bridgeport Howard Co (cement well and chimney) New Haven Pipe Fitters' Hand Tools & Machines Capewell Mfg Co The Hartford	<b>Pipe Fittings</b> Corley Co Inc Plainville Malleable Iron Fittings Co Branford	<b>Pipe Plugs</b> Holo-Krome Screw Corporation The (counter-sunk) West Hartford	<b>Pipe Plugs—Socketed</b> Holo-Krome Screw Corp The West Hartford	<b>Plastics</b> Naugatuck Chemical Division United States Rubber Co Naugatuck Sponge Rubber Products Co Inc (expanded cellular) Shelton	<b>Plastic Bottles</b> Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford	<b>Plastic Buttons</b> Frank Parizek Manufacturing Co The West Willington Patent Button Co The Waterbury	<b>Plastic Gems</b> Colt's Manufacturing Company Hartford	<b>Plastic Films and Sheet</b> Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford	<b>Plastic Rod and Tubing</b> Plax Corporation, subsidiary of Emhart Manufacturing Co West Hartford	<b>Plastic Materials</b> American Cyanamid Co (Molding Compounds, Adhesives, Laminating Resins) Wallingford	<b>Plastics Machinery</b> Black Rock Mfg Company The Bridgeport Farrel-Birmingham Company Inc Ansonia	<b>Plastic—Moulders</b> Colt's Manufacturing Company Hartford Conn Plastics General Electric Company Meriden Geo S Scott Mfg Co The Wallingford Waterbury Companies Inc Waterbury Watertown Mfg Co The Watertown	<b>Plastics—Moulds &amp; Dies</b> Parker Stamp Works Inc The (for plastics) Hartford	<b>Plasticrete Bloc</b> Plasticrete Corp Hamden	<b>Plates—Switch</b> General Electric Company Bridgeport	<b>Plates</b> American Metal Products Company Inc Bridgeport Christie Plating Co Groton City Plating Works Bridgeport Patent Button Co The Waterbury Waterbury Plating Company Waterbury Chromium Process Company The Derby	<b>Platers' Equipment</b> Apothecaries Hall Company Waterbury Conn Metalcraft Inc New Haven Lea Manufacturing Co The Waterbury MacDermid Incorporated Waterbury	<b>Platers Metal</b> Plume & Atwood Mfg Co The Thomaston	<b>Plating</b> American Associates Mfg Corp Deep River Christie Plating Co The (including lead plating) Groton Conn Metal Finishing Co Hamden	<b>Plating Processes and Supplies</b> Enthone Inc New Haven United Chromium Incorporated Waterbury	<b>Plumbers' Brass Goods</b> Bridgeport Brass Co Bridgeport Keeney Mfg Co The (special bends) Newington Scovill Manufacturing Company Waterbury 48	<b>Plumbing Specialties</b> John M Russell Mfg Co Inc Naugatuck	<b>Pole Line Hardware</b> Malleable Iron Fittings Co Branford	<b>Police Equipment</b> The Smith-Worthington Saddlery Co Hartford	<b>Polishing Wheels</b> Williamsville Buff Div The Bullard Clark Company Danielson	<b>Poly Chokes</b> Poly Choke Company The (a shotgun choking device) Tariffville	<b>Postage Meters</b> Pitney Bowes Inc Stamford	<b>Potentiometers—Electronic</b> Bristol Company The Waterbury	<b>Power Presses</b> Fenn Manufacturing Company The Hartford	<b>Powered Metal Products</b> American Sintered Alloys Inc Bethel Waterbury Companies Inc Waterbury	<b>Prefabricated Buildings</b> City Lumber of Bridgeport Inc The Bridgeport	<b>Premium Specialties</b> Waterbury Companies Inc Waterbury	<b>Preservatives—Wood, Rope, Fabric</b> Darworth Incorporated (Cuprinol and Cellu-san) Simsbury	<b>Press Papers</b> Case Brothers Inc Manchester	<b>Presses</b> Farrel-Birmingham Company Inc (Hydraulic) Ansonia Henry & Wright Div of Emhart Manufacturing Company Hartford	<b>Presses—Molding</b> Standard Machinery Co The (compression and transfer molding, automatic and semi-automatic) Mystic	<b>Presses—Power</b> Waterbury Farrel Foundry & Machine Co The Waterbury	<b>Pressure Vessels</b> Norwalk Tank Co Inc The (unfired to ASME Code Par U 69-70) South Norwalk Whitlock Manufacturing Co The Hartford	<b>Printing</b> Case Lockwood & Brainard A Division of Connecticut Printers Inc Hartford Finlay Brothers Hartford Heminway Corporation The Waterbury Lehman Brothers Inc Hartford Taylor & Greenough Co The Wethersfield T B Simonds Inc Hartford A D Steinbach & Sons New Haven The Walker-Rackliff Company New Haven	<b>Printing Machinery</b> Banthin Engineering Co (automatic) Bridgeport Thomas W Hall Company Stamford	<b>Printing Rollers</b> Chambers-Storck Company Inc The (engraved) Norwich	<b>Production Control Equipment</b> United Cinephone Corporation Torrington	<b>Production Welding</b> Consolidated Industries West Cheshire	<b>Profilers</b> Pratt & Whitney Div Niles-Bement-Pond Co West Hartford	<b>Propellers—Aircraft</b> Hamilton Standard Div United Aircraft Corp (propellers and other aircraft equipment) Windsor Locks	<b>Protective Coatings</b> Harrison Company The A S (Waxes) South Norwalk	<b>Publishers</b> O'Toole & Sons Inc Stamford	<b>Pumps</b> Yale & Towne Mfg Co The Stamford	<b>Pumps—Small Industrial</b> Eastern Industries Inc New Haven	<b>Pump Valves</b> Colt's Manufacturing Company Hartford	<b>Punches</b> Hoggson & Pettis Mfg Co The (ticket & cloth) 141 Brewery St New Haven	<b>Putty Softeners—Electrical</b> Fletcher Terry Co The Box 415 Forestville	<b>Pyrometers</b> Bristol Co The (recording and controlling) Waterbury	<b>Radiation-Finned Copper</b> Bush Manufacturing Co West Hartford G & O Manufacturing Company The New Haven Vulcan Radiator Co The (steel and copper) Hartford	<b>Radiators—Engine Cooling</b> G & O Manufacturing Co New Haven	<b>Rayon Staple Fiber</b> Hartford Rayon Corp The Rocky Hill	<b>Reamers</b> O K Tool Co Inc The (inserted tooth) 33 Hull St Shelton Pratt & Whitney Div Niles-Bement-Pond Co (All types) West Hartford	<b>Recorders</b> Bristol Co The (automatic controllers, temperature, pressure, flow, humidity) Waterbury	<b>Reduction Gears</b> Farrel-Birmingham Company Inc Ansonia Snow-Nabstedt Gear Corp The New Haven	<b>Refractories</b> Howard Company New Haven Mullite Refractories Company The Shelton	<b>Refrigeration</b> Bowser Technical Refrigeration Div Bowser Inc (high altitude, low temperature) Terryville	<b>Regulators</b> Norwalk Valve Company (for gas and air) South Norwalk Sorensen & Company Inc Stamford	<b>Remote Control Wiring</b> General Electric Company Bridgeport	<b>Resistance Wire</b> C O Jelliff Mfg Co The (nickel chromium, copper nickel, iron chromium, aluminum) Southport	<b>Respirators</b> Kanthal Corporation The (Kanthal A-1, A, D, DS) Stamford	<b>Retainers</b> American Optical Company Safety Division Putnam	<b>Riveting Machines</b> Hartford Steel Ball Co The (bicycle & automotive) Hartford	<b>Riveting Machines</b> Grant Mfg & Machine Co The Bridgeport H P Townsend Manufacturing Co The Elmwood L-R Mfg Div of The Ripley Co Torrington Raybestos Div of Raybestos-Manhattan Inc The (brake service equipment) Bridgeport (Adv't.)
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# I T ' S M A D E I N C O N N E C T I C U T

<b>Rivets</b>			<b>Saws, Band, Metal Cutting</b>			<b>Sheet Metal Products</b>		
Blake & Johnson Co The (brass, copper and non-ferrous)	Waterville		Atlantic Saw Mfg Co	New Haven		American Associates Mfg Corp	Deep River	
Clark Brothers Bolt Co	Milldale		<b>Scales—Industrial Dial</b>			American Brass Co The (brass and copper)	Waterbury	
Connecticut Manufacturing Company The	Waterbury		Kron Company The	Bridgeport		Merriam Mfg Co (security boxes, boxes, tackle boxes, displays)	Durham	
Plume & Atwood Mfg Co The	Waterbury		<b>Scissors</b>			Plume & Atwood Mfg Co The	Waterbury	
Raybestos Div of Raybestos-Manhattan Inc The (brass and aluminum tubular and solid copper)	Bridgeport		Acme Shear Company The	Bridgeport		United Advertising Corp Manufacturing Division (Job and Production Runs)	New Haven	
Raybestos Div of Raybestos-Manhattan Inc The (iron)	Bridgeport		<b>Screens</b>			<b>Sheet Metal Stampings</b>		
<b>Reds</b>			Hartford Wire Works Co The (Windows, Doors and Porches)	Hartford		American Brass Company The	Waterbury	
American Brass Company The (copper, brass, bronze)	Waterbury		<b>Screw Caps</b>			American Buckle Co The	West Haven	
Bristol Brass Corp The (brass and bronze)	Bristol		Weimann Bros Mfg Co The (small for bottles)	Derby		DonVal Tool & Mfg Inc The	Naugatuck	
Scovill Manufacturing Company (brass and bronze)	Waterbury 91		<b>Screw Machine Accessories</b>			J H Sessions & Son	Bristol	
<b>Roller Skates</b>			Barnaby Manufacturing and Tool Co	Bridgeport		Patent Button Co The	Waterbury	
Winchester Repeating Arms Company Division	New Haven		<b>Screw Machines</b>			Plume & Atwood Mfg Co The	Waterbury	
Olin Industries Inc	New Haven		H P Townsend Mfg Company The	Elmwood		<b>Shipment Sealers</b>		
<b>Rolling Mills and Equipment</b>			<b>Screw Machine Products</b>			Better Packages Inc	Shelton	
Farrel-Birmingham Company Inc	Ansonia		Apex Tool Co Inc The	Bridgeport		<b>Showcase Lighting Equipment</b>		
Waterbury Farrel Foundry & Machine Co The	Waterbury		Blake & Johnson Co The	Waterville		Wiremold Company The	Hartford	
<b>Rolls</b>			Centerless Grinding Co Inc The (Heat treated and ground type only)	Bridgeport		<b>Signals</b>		
Farrel-Birmingham Company Inc (Chilled and Alloy Iron, Steel)	Ansonia		19 Staples Street	Bridgeport		H C Cook Co The (for card files)	Ansonia	
<b>Rope Wire</b>			Consolidated Industries	West Cheshire		32 Beaver St	Ansonia	
American Steel & Wire Div of U S Steel	New Haven		Eastern Machine Screw Corp The	New Haven		<b>Signs</b>		
<b>Rubber Chemicals</b>			Truman & Barclay Sls	New Haven		Berger Sign Co (neon electric-porcelain enamel-stainless steel)	Hartford	
Naugatuck Chemical Division	United States		Fairchild Screw Products Inc	Winsted		<b>Silk Screening on Metal</b>		
Rubber Co	Naugatuck		Franklin Screw Machine Co The (up to 1 1/2" capacity)	Hartford		Merriam Mfg Co (Displays and Specialties, to order)	Durham	
Stamford Rubber Supply Co The ("Factice")	Stamford		Greist Mfg Co The (Up to 1 1/2" capacity)	New Haven		<b>Sizing and Finishing Compounds</b>		
Vulcanized Vegetable Oils	Stamford		Humason Mfg Co The	Forestville		American Cyanamid Company	Waterbury	
<b>Rubber-Cellular</b>			Lowie Mfg Co The	Wethersfield		<b>Slide Fasteners</b>		
Sponge Rubber Products Co Inc	Shelton		National Automatic Products Company The	Berlin		G E Prentice Mfg Co The	Kensington	
<b>Rubber Cutting Machinery</b>			Nelson's Screw Machine Products	Plantsville		North & Judd Manufacturing Co	New Britain	
Black Rock Mfg Company The	Bridgeport		New Britain Machine Company The	New Britain		Patent Button Co The	Waterbury	
<b>Rubberized Fabrics</b>			Olson Brothers Company (up to 3/4" capacity)	Plainville		<b>Slings</b>		
Duro-Gloss Rubber Co The	New Haven		Olson & Sons R P	Southington		American Steel & Wire Div of U S Steel	New Haven	
<b>Rubber Footwear</b>			Peck Spring Co The	Plainville		<b>Smoke Stacks</b>		
Goodyear Rubber Co The	Middletown		Plume & Atwood Mfg Co The	Waterbury		Bigelow Company The (steel)	New Haven	
<b>Rubber Gloves</b>			Scovill Manufacturing Company	Waterbury 91		Norwalk Tank Co The	South Norwalk	
Seamless Rubber Company The	New Haven		Wallace Metal Products Co Inc	New Haven		<b>Soap</b>		
<b>Rubber—Handmade Specialties</b>			Waterbury Machine Tools & Products Co (Brown & Sharpe and Davenport)	Waterbury		J B Williams Co The (industrial soaps, toilet soaps, shaving soaps)	Glastonbury	
Seamless Rubber Company The	New Haven		<b>Screw Machine Tools</b>			<b>Special Machinery</b>		
<b>Rubber Latex Compounds and Dispersions</b>			American Cam Company Inc (Circular Form Tools)	Hartford		Black Rock Mfg Company The	Bridgeport	
Naugatuck Chemical Division	United States		Pratt & Whitney Div Niles-Bement-Pond Co (Reamers, Taps, Dies, Blades and Knurls)	West Hartford		Farrel-Birmingham Company Inc	Ansonia	
Rubber Co (coating, impregnating and adhesive compounds)	Naugatuck		Somma Tool Co (precision circular form tools)	Waterbury		H P Townsend Mfg Company The	Elmwood	
<b>Rubber Mill Machinery</b>			<b>Screws</b>			Lundberg Engineering Company	Hartford	
Farrel-Birmingham Company Inc	Ansonia		American Screw Company	Williamantic		National Sherardizing & Machine Co (mandrels & stock shells for rubber industry)	Hartford	
<b>Rubber—Molded Specialties</b>			Atlantic Screw Works (wood)	Hartford		Swan Tool & Machine Co The	Hartford	
Canfield Co The H O	Bridgeport		Blake & Johnson Co The (machine and wood)	Waterville		<b>Special Parts</b>		
Seamless Rubber Company The	New Haven		Bristol Company The (socket set and socket cap screws)	Waterbury		Greist Mfg Co The (small machines, especially precision stampings)	New Haven	
<b>Rubber Products—Mechanical</b>			Clark Brothers Bolt Co	Milldale		J H Sessions & Son	Bristol	
Auburn Manufacturing Company The (washers, gaskets, molded parts)	Middletown		Connecticut Mfg Co The (machine)	Waterbury		<b>Special Tools &amp; Dies</b>		
Canfield Co The H O	Bridgeport		Eagle Lock Co The	Terryville		Lundberg Engineering Company	Hartford	
Seamless Rubber Company The	New Haven		Holo-Krome Screw Corporation The (socket set and socket cap)	West Hartford		<b>Spinnings</b>		
<b>Rubber—Reclaimed</b>			Scovill Manufacturing Company	Waterbury 91		American Metal Products Company Inc	Bridgeport	
Naugatuck Chemical Division	United States		Superior Manufacturing Co The	Winsted		Gray Manufacturing Company The	Hartford	
Rubber Co	Naugatuck		<b>Screws—Sockets</b>			<b>Sponge Rubber</b>		
<b>Rubber Vibration Pads</b>			Allen Manufacturing Company The	Hartford		Sponge Rubber Products Co The	Shelton	
MB Manufacturing Company Inc The (and shock absorbing—Isomode)	New Haven		Bristol Co The	Waterbury		<b>Spray Painting Equipment and Supplies</b>		
<b>Rubbish Burners</b>			Holo-Krome Screw Corp The	West Hartford		Lea Manufacturing Co The	Waterbury	
John P Smith Co The	423-33 Chapel St		<b>Sealing Tape Machines</b>			<b>Spring Coiling Machines</b>		
The Smith-Worthington Saddlery Co	Hartford		Better Packages Inc	Shelton		Torrington Manufacturing Co The	Torrington	
<b>Saddlery</b>			<b>Sewing Machines</b>			<b>Spring Units</b>		
American Optical Company Safety Division	Putnam		Greist Mfg Co The (Sewing Machine attachments)	503 Blake St		Owen Silent Spring Division	American Chain	
<b>Safety Clothing</b>			Merrrow Machine Co The (Industrial)	Hartford		& Cable Company Inc	Bridgeport	
American Optical Company Safety Division	Putnam		Singer Manufacturing Company The (industrial)	Bridgeport		<b>Spring Washers</b>		
<b>Safety Fuses</b>			<b>Shaving Soaps</b>			Wallace Barnes Co The Div Associated Spring Corp	Bristol	
Ensign-Bickford Co The (mining & detonating)	Simsbury		J B Williams Co The	Glastonbury			(Advt.)	
<b>Safety Gloves and Mittens</b>			<b>Shears</b>					
American Optical Company Safety Division	Putnam		Acme Shear Co The (household)	Bridgeport				
<b>Safety Goggles</b>			<b>Shells</b>					
American Optical Company Safety Division	Putnam		Wulcott Tool and Manufacturing Company Inc	Waterbury				
<b>Saw Blades—Hack</b>								
Capewell Mfg Co The	Hartford							
<b>Saws—Metal &amp; Wood Cutting Band</b>								
Capewell Mfg Co The	Hartford							



# IT'S MADE IN CONNECTICUT

<b>Springs—Coll &amp; Flat</b>		<b>Steel Strapping</b>		<b>Thread</b>	
Bristol Spring Manufacturing Co	Plainville	Stanley Works The	New Britain	American Thread Co The	Willimantic
Foursome Manufacturing Co	Bristol			Belding Heminway Corticelli	Putnam
Humason Mfg Co The	Forestville	<b>Stereotypes</b>		Gardner Hall Jr Co The (cotton sewing)	South Willington
Newcomb Spring Corp The	Bridgeport Division	New Haven Electrotype Div	Electrographic New Haven	Max Pollack & Co Inc	Groton and Willimantic
New England Spring Manufacturing Company	Unionville	<b>Stop Clocks, Electric</b>		Wm Johl Manufacturing Co	Mystic
Peck Spring Co The	Plainville	H C Thompson Clock Co The	Bristol	<b>Thread Gages</b>	
Wallace Barnes Co The Div Associated Spring Corp	Bristol	<b>Straps, Leather</b>		Pratt & Whitney Div	Niles-Bement-Pond Co West Hartford
<b>Springs—Flat</b>		Auburn Manufacturing Company	The (textile, industrial, skate, carriage)	Middletown	
Bristol Spring Manufacturing Co	Plainville	<b>Studio Couches</b>		Pratt & Whitney Div	Niles-Bement-Pond Co West Hartford
Foursome Manufacturing Co	Bristol	Waterbury Mattress Co	Waterbury	<b>Thread Milling Machines</b>	
Wallace Barnes Co The Div Associated Spring Corp	Bristol	<b>Super Refractories</b>		Hartford Special Machinery Co The	Hartford
New England Spring Manufacturing Company	Unionville	Mullite Refractories Company The	Shelton	<b>Thread Rolling Machinery</b>	
<b>Springs—Furniture</b>		<b>Surface Metal Raceways &amp; Fittings</b>		Grant Mfg & Machine Co The (double and automatic)	Bridgeport
Owen Silent Spring Division American Chain & Cable Company Inc	Bridgeport	Wiremold Company The	Hartford	<b>Time Recorders</b>	
<b>Springs—Wire</b>		<b>Surgical Dressings</b>		Stromberg Time Corp	Thomaston
Bristol Spring Manufacturing Co	Plainville	Acme Cotton Products Co Inc	East Killingly	<b>Timers, Interval</b>	
Colonial Spring Corporation The	Hartford	Seamless Rubber Company The	New Haven	A W Haydon Co The	Waterbury
Connecticut Spring Corporation The (compression, extension, torsion)	Hartford	<b>Surgical Rubber Goods</b>		H C Thompson Clock Co The	Bristol
Foursome Manufacturing Co	Bristol	Seamless Rubber Company The	New Haven	R W Cramer Company Inc The	Centerbrook
D R Templeman Co (coil and torsion)	Plainville	<b>Switches—Electric</b>		Rhodes Inc M H	Hartford
J W Bernston Company (coil and torsion)	Plainville	General Electric Company	Bridgeport	<b>Timing Devices</b>	
Newcomb Spring Corp The	Bridgeport Division	<b>Swaging Machinery</b>		A W Haydon Co The	Waterbury
New England Spring Mfg Co	Bristol	Hartford Special Machinery Co The	Hartford	R W Cramer Company Inc The	Centerbrook
Wallace Barnes Co The Div Associated Spring Corp	Bristol	<b>Switchboards</b>		Lux Clock Manufacturing Company	Waterbury
<b>Springs, Wire &amp; Flat</b>		Plainville Electrical Products Company	Plainville	Rhodes Inc M H	Hartford
Autoyre Company The	Oakville	<b>Switchboards Wire and Cables</b>		Seth Thomas Clocks	Thomaston
<b>Stamped Metal Products</b>		Rockbestos Products Corp (asbestos, insulated)	New Haven	United States Time Corporation The	Waterbury
American Brass Company The	Waterbury	<b>Synchronous Motors</b>		<b>Timing Devices &amp; Time Switches</b>	
Waterbury Companies Inc	Waterbury	R W Cramer Company Inc The	Centerbrook	A W Haydon Co The	Waterbury
<b>Stamps</b>		<b>Synthetic Resins</b>		Lux Clock Manufacturing Company	Waterbury
Hoggson & Pettis Mfg Co The (steel)	New Haven	American Cyanamid Co (Textile Resins, Paper Resins)	Waterbury	M H Rhodes Inc	Hartford
141 Brewery St	New Haven	<b>Tanks</b>		<b>Tinning</b>	
Parker Stamp Works Inc The (steel)	Hartford	Bigelow Company The (steel)	New Haven	Thinsheet Metals Co The (non-ferrous metals in rolls)	Waterbury
<b>Stampings</b>		Norwalk Tank Co The	South Norwalk	Wilcox Crittenden & Co Inc	Middletown
American Associates Mfg Corp	Deep River	Storts Welding Company (steel and alloy)	Meriden	<b>Tools</b>	
American Metal Products Company Inc	Bridgeport	<b>Tape</b>		Hoggson & Pettis Mfg Co The (rubber workers)	New Haven
Donahue Mfg Co Inc	Watertown	Russell Mfg Co The	Middletown	141 Brewery St	New Haven
DooVal Tool & Mfg Inc The	Watertown	<b>Tape Recorders</b>		O K Tool Co Inc The (inserted tooth metal cutting)	33 Hull St Shelton
Foursome Manufacturing Co	Bristol	Coun Telephone & Electric Corp	Subsidiary of Great American Industries Inc	<b>Tool Chests</b>	
Plume & Atwood Mfg Co The (small)	Waterbury	<b>Tape Recorder Magazines</b>		Vanderman Manufacturing Co The	Willimantic
<b>Stampings—Small</b>		Conn Telephone & Electric Corp	Subsidiary of Great American Industries Inc	<b>Tools &amp; Dies</b>	
Acme Shear Co The	Bridgeport	<b>Tap Extractors</b>		Moore Special Tool Co	Bridgeport
American Metal Products Company Inc	Bridgeport	Walton Company The	West Hartford	Swan Tool & Machine Co The	Hartford
Bristol Spring Manufacturing Co	Plainville	<b>Taps</b>		<b>Tools, Dies &amp; Fixtures</b>	
Greist Manufacturing Co The	New Haven	Pratt & Whitney Div	Niles-Bement-Pond Co West Hartford	Greist Mfg Co The	New Haven
Master Engineering Company	West Cheshire	<b>Tarred Lines</b>		<b>Tools, Hand &amp; Mechanical</b>	
Rogers Corporation (Fibre Cellulose Paper)	Manchester	Brownell & Co Inc	Moodus	Bridgeport Hardware Mfg Corp The (screw drivers, nail pullers, box tools, wrenches, auto tools, forgings & specialties)	Bridgeport
Wallace Barnes Co The Div Associated Spring Corp	Bristol	<b>Telemetering Instruments</b>		<b>Tools—Pipe Fitters' Hand</b>	
<b>Stationery Specialties</b>		Bristol Co The	Waterbury	Capewell Mfg Co The	Hartford
American Brass Company The	Waterbury	<b>Telephone Answering &amp; Recording Machines</b>		<b>Toys</b>	
<b>Steel</b>		Conn Telephone & Electric Corp	Subsidiary of Great American Industries Inc	A C Gilbert Company	New Haven
Stanley Works The (hot and cold rolled strip)	New Britain	<b>Testers—Insulation Wire &amp; Cable</b>		Geo S Scott Mfg Co The	Wallingford
<b>Steel Castings</b>		Davis Electric Company	Wallingford	Gong Bell Co The	East Hampton
Farrel-Birmingham Company Inc	Ansonia	<b>Testers—Non-Destructive</b>		N N Hill Brass Co The	East Hampton
Hartford Electric Steel Co The (carbon and alloy steel)	540 Flatbush Ave Hartford	Sperry Products Inc	Danbury	Waterbury Companies Inc	Waterbury
Malleable Iron Fittings Co	Branford	<b>Textile Machinery</b>		<b>Tramways</b>	
Nutmeg Crucible Steel Co	Branford	Morrow Machine Co The	Hartford	American Steel & Wire Div of U S Steel	New Haven
<b>Steel—Cold Rolled Spring</b>		2814 Laurel St		<b>Transformers</b>	
Wallace Barnes Co The Div Associated Spring Corp	Bristol	<b>Textile Mill Supplies</b>		Berkshire Transformer Corp The	New Milford
<b>Steel—Cold Rolled Stainless</b>		Ernst Bischoff Company Inc	Ivoryton	<b>Trucks—Commercial</b>	
Wallingford Steel Company	Wallingford	<b>Textile Processors</b>		Metropolitan Body Company (International Harvester truck chassis and "Metro" bodies)	Bridgeport
<b>Steel—Cold Rolled Strip and Sheets</b>		American Dyeing Corporation (rayon, acetate)	Rockville	<b>Trucks—Industrial</b>	
American Steel & Wire Div of U S Steel	New Haven	Aspinook Corp The (cotton)	Jewett City	George P Clark Co	Windsor Locks
Detroit Steel Corporation	New Haven	<b>Thermometers</b>		<b>Trucks—Lift</b>	
Wallingford Steel Company	Wallingford	Bristol Co The (recording and automatic control)	Waterbury	Excelsior Hardware Co The	Stamford
<b>Steel Goods</b>		Manning Maxwell & Moore Inc	Stratford	George P Clark Co	Windsor Locks
Merriam Mfg Co (sheets products to order)	Durham	<b>Thermostats</b>		<b>Trucks—Skid Platforms</b>	
<b>Steel Rolling Rules</b>		Bridgeport Thermostat Company Inc (automatic)	Bridgeport	Excelsior Hardware Co The (lift)	Stamford
Waterbury Lock & Specialty Co The	Milford	<b>Thin Gauge Metals</b>		<b>Tube Bending</b>	
		Plume & Atwood Mfg Co The	Thomaston	Donahue Mfg Co Inc	Watertown
		Thinsheet Metals Co The (plain or tinned in rolls)	Waterbury	<b>Tube Clips</b>	
				H C Cook Co The (for collapsible tubes)	Ansonia
				32 Beaver St	Derby
				Weimann Bros Mfg Co The (for collapsible tubes)	Derby
				<b>Tube Fittings</b>	
				Scovill Mfg Co ("Uniflare")	Waterbury
				<b>Tubers</b>	
				Standard Machinery Co The (tubers for both rubber and plastic industries)	Mystic (Advt.)



# IT'S MADE IN CONNECTICUT

<b>Tubes—Collapsible Metal</b>	
Sheffield Tube Corp The	New London
<b>Tubing</b>	
American Brass Co The (brass and copper)	
Bridgeport Brass Company (brass and copper)	Waterbury
G & O Manufacturing Co (finned)	New Haven
Scoville Manufacturing Company (Brass and Copper)	Waterbury 91
<b>Tubing—Flexible Metallic</b>	
American Brass Co Metal Hose Branch	Waterbury
<b>Tubing—Heat Exchanger</b>	
American Brass Company The	Waterbury
Scoville Manufacturing Company	Waterbury 91
<b>Tumbling Equipment &amp; Supplies</b>	
Tumbling Sales & Service Company	Greenwich
<b>Tumbling Service</b>	
Tumbling Sales & Service Company, Esbec Tumbling Division	Meriden
<b>Typewriters</b>	
Royal Typewriter Co Inc	Hartford
Underwood Corporation	Hartford
<b>Typewriters—Portable</b>	
Underwood Corporation	Hartford
<b>Typewriter Ribbons and Supplies</b>	
Underwood Corporation	Hartford and Bridgeport
<b>Underclearer Rolls</b>	
Sonoco Products Co (Climax-Lowell Div)	Mystic
<b>Upholstering Fabrics—Woolen &amp; Worsteds</b>	
Broad Brook Company (automobile, airplane, railroad)	Broad Brook
<b>Vacuum Bottles and Containers</b>	
American Thermos Bottle Co	Norwich
<b>Vacuum Cleaners</b>	
Electrolux Corporation	Old Greenwich
Spencer Turbine Co The	Hartford
<b>Valves</b>	
Norwalk Valve Company (sensitive check valves)	South Norwalk
<b>Valve Discs</b>	
Colt's Manufacturing Company	Hartford
<b>Valves—Automobile Tire</b>	
Bridgeport Brass Company	Bridgeport
<b>Valves—Radiator Air</b>	
Bridgeport Brass Company	Bridgeport
<b>Valves—Relief &amp; Control</b>	
Beaton & Cadwell Mfg Co	New Britain
<b>Valves—Safety &amp; Relief</b>	
Manning Maxwell & Moore Inc	Stratford
<b>Vanity Boxes</b>	
Bridgeport Metal Goods Mfg Co	Bridgeport
<b>Varnishes</b>	
Baer Brothers	Stamford
Staminit Corp The	New Haven
<b>Velvets</b>	
American Velvet Co (owned and operated by A Wimpheimer & Bro Inc)	
Leisa Velvet Mfg Co Inc The	Stonington
Velvet Textile Corporation The (Velveteen)	Willimantic
<b>Venetian Blinds</b>	
Findell Manufacturing Company	Manchester
Jennings Company The S Barry	New Haven
New England Shade & Blind Co Inc	Durham
<b>Ventilating Systems</b>	
Colonial Blower Company	Plainville
<b>Vertical Shapers</b>	
Pratt & Whitney Div Niles-Bement-Pond Co	West Hartford
<b>Vibration Isolation Mountings</b>	
MB Manufacturing Company Inc The (for truck engines, aircraft, engine mountings, special machinery)	New Haven
<b>Vibration Testing Equipment</b>	
MB Manufacturing Company Inc The	New Haven
<b>Vibrators—Pneumatic</b>	
New Haven Vibrator Company (industrial)	New Haven
<b>Vises</b>	
Charles Parker Co The	Meriden
Fenn Manufacturing Company The (Quick-Action Vises)	Hartford
Vanderman Manufacturing Co The (Combination Bench Pipe)	Willimantic
<b>Washers</b>	
American Felt Co (felt)	Glenville
Auburn Manufacturing Company The (all materials)	Middletown
Blake & Johnson The (brass, copper & non-ferrous)	Waterville
<b>Washers (Continued)</b>	
Clark Brothers Roll Co	Milldale
Plume & Atwood Mfg Co The (brass & copper)	Waterbury
Raybestos Div of Raybestos-Manhattan Inc (the clutch washers)	Bridgeport
J H Rosenbeck Inc	Torrington
Saling Manufacturing Company (made to order)	Unionville
Sessions Foundry Co The (cast iron)	Bristol
<b>Washers—Felt</b>	
Chas W House & Sons Inc (Mills & Cutting Plant)	Unionville
<b>Washing Machines—Electric</b>	
General Electric Company	Bridgeport
<b>Watches</b>	
E Ingraham Co The	Bristol
United States Time Corporation The	Waterbury
<b>Water Heaters</b>	
Whitlock Manufacturing Co The (instantaneous & storage)	Hartford
<b>Water Heaters—Electric</b>	
Bauer & Company Inc	Hartford
<b>Water Heaters—Gas or Kerosene</b>	
Holyoke Heater Corp of Conn Inc	Hartford
<b>Waterproof Dressings for Leather</b>	
Viscol Company The	Stamford
<b>Waxes</b>	
Harrison Company The A S (and other protective coatings)	South Norwalk
<b>Waxes—Floor</b>	
Fuller Brush Co The	Hartford
<b>Wedges</b>	
Saling Manufacturing Company (hammer & axe)	Unionville
<b>Welding</b>	
Farrel-Birmingham Company Inc	Ansonia
G E Wheeler Company (Fabrication of Steel & Non-Ferrous Metals)	New Haven
Industrial Welding Company (Equipment Manufacturers—Steel Fabricators)	Hartford
Porupine Company The	Bridgeport
<b>Welding—Lead</b>	
Starts Welding Company (tanks and fabrication)	Meriden
<b>Welding Rods</b>	
American Brass Company The	Waterbury
Bristol Brass Co The (brass & bronze)	Bristol
<b>Wheels—Industrial</b>	
George P Clark Co	Windsor Locks
<b>Wicks</b>	
Auburn Manufacturing Company The (felt, asbestos)	Middletown
Holyoke Heater Corp of Conn Inc	Hartford
Raybestos Div of Raybestos-Manhattan Inc (the oil burner wicks)	Bridgeport
Russell Mfg Co The	Middletown
<b>Window &amp; Door Guards</b>	
Hartford Wire Works Co The	Hartford
Smith Co The John P	New Haven
<b>Window Shades</b>	
New England Shade & Blind Co Inc	Durham
<b>Wiping Cloths</b>	
Federal Textile Corporation	New Haven
<b>Wire</b>	
American Brass Company The	Waterbury
American Steel & Wire Div of U S Steel	New Haven
Atlantic Wire Co The (steel)	Branford
Bartlett Hair Spring Wire Co The (hair spring)	North Haven
Bridgeport Brass Company (brass and silicon bronze)	Bridgeport
Bristol Brass Corp The (brass & bronze)	Bristol
Driscoll Wire Co The (steel)	Shelton
Hudson Wire Co Winsted Div (insulated & enameled magnet)	Winsted
Platt Bros & Co The (zinc wire)	Waterbury
P O Box 1030	Thomaston
Plume & Atwood Mfg Co The (brass, bronze, nickel silver)	Waterbury 91
Scoville Manufacturing Company (Brass, Bronze and Nickel Silver)	Waterbury 91
<b>Wire and Cable</b>	
General Electric Company (for residential, commercial and industrial applications)	Bridgeport
<b>Wire Arches &amp; Trellises</b>	
Hartford Wire Works Co The	Hartford
John P Smith Co The	New Haven
423-33 Chapel St	
<b>Wire Baskets</b>	
Rolock Inc (Industrial—for acid, heat, degreasing)	Fairfield
Wiretex Mfg Co Inc (Industrial, for acid, heat, treating and degreasing)	Bridgeport
<b>Wire Cable</b>	
Bevin-Wilcox Line Co The (braided)	East Hampton
<b>Wire Cloth</b>	
Hartford Wire Works Co The	Hartford
C O Jelliff Mfg Co The (all metal, all meshes)	Southport
Pequot Wire Cloth Co Inc	Norwalk
Rolock Incorporated	Fairfield
Smith Co The John P	New Haven
<b>Wire Drawing Dies</b>	
Waterbury Wire Die Co The	Waterbury
<b>Wire Dipping Baskets</b>	
Hartford Wire Works Co The	Hartford
John P Smith Co The	New Haven
423-33 Chapel St	
<b>Wire Formings</b>	
Autoyre Co The	Oakville
G E Prentice Mfg Co The	Kensington
Master Engineering Company	West Cheshire
North & Judd Manufacturing Co	New Britain
Verplex Company The	Essex
<b>Wire Forms</b>	
Bristol Spring Manufacturing Co	Plainville
Colonial Spring Corporation The	Hartford
Connecticut Spring Corporation The	Hartford
Foursome Manufacturing Co	Bristol
Humason Mfg Co The	Forestville
New England Spring Mfg Co	Unionville
Templeman Co D R	Plainville
Wallace Barnes Co The Div Associated Spring Corp	Bristol
<b>Wire Goods</b>	
American Buckle Co The (overall trimmings)	West Haven
Patent Button Co The	Waterbury
Scoville Manufacturing Company	(To Order) Waterbury 91
<b>Wire Partitions</b>	
Hartford Wire Works Co The	Hartford
John P Smith Co The	New Haven
423-33 Chapel St	
<b>Wire Products</b>	
Claiglow Mfg Company	Portland
Plume & Atwood Mfg Co The (to order)	Waterbury
<b>Wire Reels</b>	
A H Nilson Mach Co The	Bridgeport
<b>Wire Rings</b>	
American Buckle Co The (pan handles and tinner's trimmings)	West Haven
Templeman Co D R	Plainville
<b>Wire Rope and Strand</b>	
American Steel & Wire Div of U S Steel	New Haven
<b>Wire Shapes</b>	
Bridgeport Chain & Mfg Co	Bridgeport
<b>Wire—Specialties</b>	
Andrew B Hendryx Co The	New Haven
<b>Wires and Cable</b>	
Rockbestos Products Corporation (all asbestos, mining, shipboard and appliance applications)	New Haven
<b>Wooden Boxes</b>	
Wallingford Planing Mill Co Inc	Yalesville
<b>Wood Handles</b>	
Salisbury Cutlery Handle Co The (for cutlery & small tools)	Salisbury
<b>Wood Scrapers</b>	
Fletcher-Terry Co The	Forestville
<b>Woodwork</b>	
C H Dresser & Sons Inc (Mfg all kinds of woodwork)	Hartford
Hartford Builders Finish Co	Hartford
<b>Woodworking</b>	
Contemporary Classics Inc (fine cabinet work and furniture)	Stamford
Local Industries Inc	Lakeville
<b>Woven Felts—Wool</b>	
Chas W House & Sons Inc (Mills & Cutting Plant)	Unionville
<b>Yarns</b>	
Hartford Spinning Incorporated (Woolen, knitting and weaving yarns)	Unionville
Aldon Spinning Mills Corporation The (fine-woolen and specialty)	Talcottville
Ensign-Bickford Co The (jute carpet)	Simsbury
<b>Zinc</b>	
Platt Bros & Co The (ribbon, strip and wire)	Waterbury
P O Box 1030	
<b>Zinc Castings</b>	
Newton-New Haven Co Inc	688 Third Ave West Haven (Advt.)

## Connor Engineering Corp.

(Continued from page 11)

possible should be conserved, that is, recirculated or re-used.

What isn't too well known is how small is the actual amount of odors required to make an entire atmosphere unpleasant. Less than one part per million parts of air is sufficient. Formerly the only way of getting rid of this tiny element was to replace a relatively huge proportion of indoor air with an equal amount of unconditioned outdoor air. Filtration through activated carbon screens out the impurity virtually by a process of selection so that the conditioned air may be again circulated. Hence the "load" on the conditioning system is minimized. And air that has been passed through carbon is often fresher and purer than air drawn in from city streets. The railroads' post-war passenger cars are a good example of the value of air "recovery." Applied to the recirculated air these filters more than double the ventilation effect in the car.

Today there are very few industries that do not utilize this development in one way or another. Radio and television "booster" stations depend on it to prevent tarnishing of delicate metal parts. Several years ago Cornell University scientists found that removing the gases given off by apples in storage meant that they could be held six to eight weeks longer which gave the farmer more leeway in marketing.

Small units in florists' iceboxes prolong the life of cut flowers. Butchers use similar equipment to keep the air in their refrigerators fresh and sweet and also to keep one product from acquiring the flavor of another.

The Connor management feels that the potentialities of activated carbon air purification have hardly begun to be exploited.

### Air Distribution

The function of an air diffuser is to provide comfortable and efficient entry of air into occupied spaces. With the advent of air conditioning the outlets commonly used for warm air discharge were often found inadequate. In motion cold air is far more noticeable than is warm air and as the former, being heavier than the latter, tends to fall naturally, care must be taken to

avoid drafts. The best way of accomplishing this is to thoroughly mix or blend the incoming air with the room air before it reaches the occupancy zone. These considerations led to the development of the ceiling diffuser, which is designed to take full advantage of what engineers call "entrainment" or "secondary air induction." As air is discharged from the diffuser it pulls along with it up to nine times its own volume of room air and a thorough mixing takes place. So rapid is this process that the mixture is at the desired temperature within a few feet of the diffuser. Also a diffuser usually discharges air in a horizontal or diagonal rather than vertical direction which gives it more room for mixing.

In recent years there has been a rapid growth in what is known as "high pressure" air conditioning. Briefly, this is a method in which the supply air travels at high speeds and pressures in small, uniform ducts about one-third the size of those required in a conventional low pressure system. The big advantage is space saving. The "Kno-Draft" Division of the Connor Corp. has been one of the leaders in this development, making one of the first successful installations in Pittsburgh's famous Kaufmann Department Store. Some thirty-five hundred high pressure type diffusers are spaced at intervals along small rectangular exposed ducts which resemble beams. These units "brake" the air stream and muffle its noise before discharge into the space.

This development makes practical the conditioning of large existing structures where the installation of a central station type of system would be virtually impossible otherwise.

### Service Section

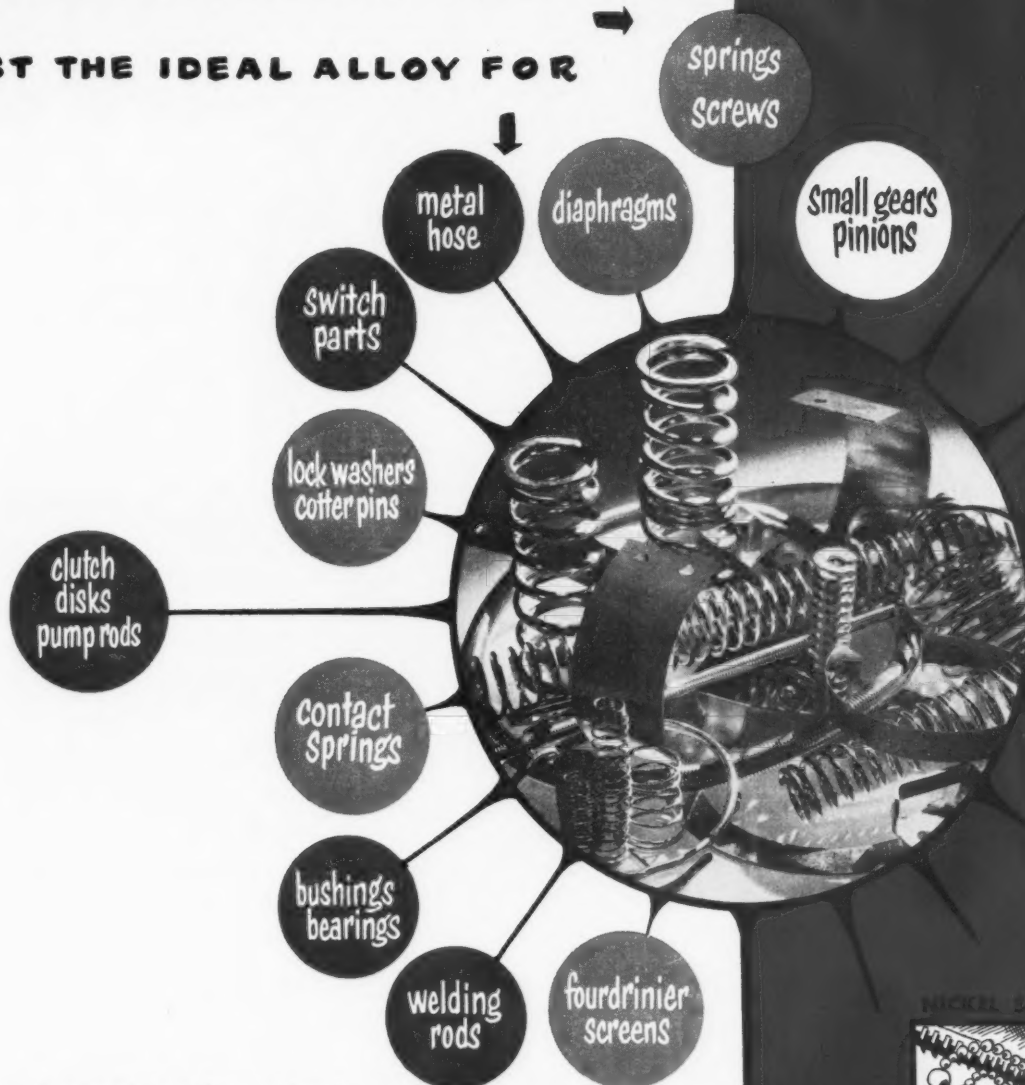
**CORPORATE COUNSEL AND EXECUTIVE**—Mature lawyer (Yale) with extensive corporate background and some government experience desires executive position with Connecticut industrial firm, preferably as assistant to President or other officer. Size of firm not as important as opportunity for advancement. Negotiator and conference man, experienced as house counsel on most corporate problems, including tax questions. Presently employed. Résumé and interviews without obligation. Address PW-1552, CONNECTICUT INDUSTRY.

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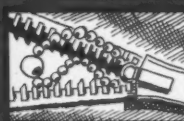
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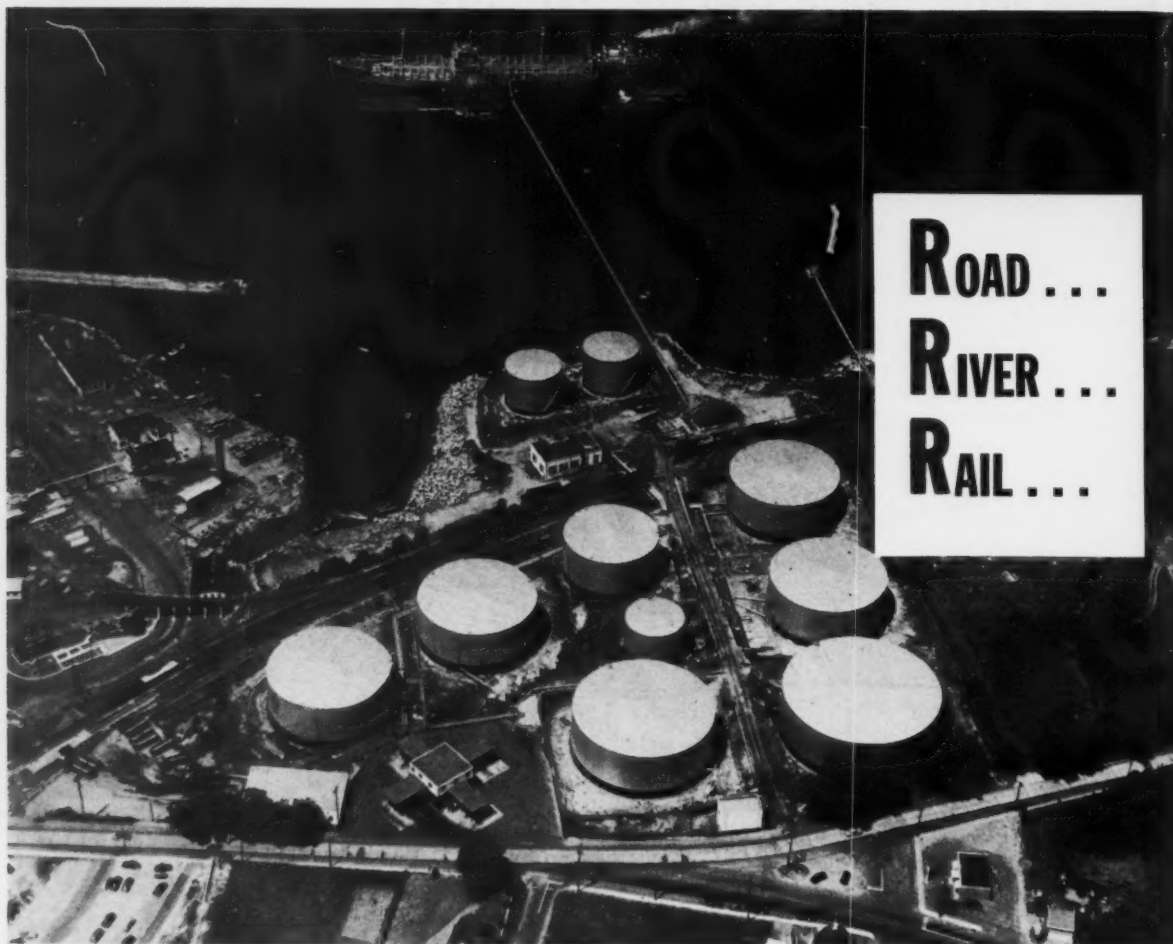
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